

Lythe Cookie Policy

Effective date: 15 September 2026.

1. Introduction

This Cookie Policy explains how Lythe Inc. (“Lythe,” “we,” “us,” or “our”) uses cookies, pixels, local storage, SDKs, tags, server-side tracking, and similar technologies in connection with Lythe’s websites, applications, dashboards, documentation, public demos, developer portals, and online services, including Fraser Simulation Studio (collectively, the “Services”).

Lythe Inc. operates the landing page, platform, documentation, and related online environments covered by this Cookie Policy. At launch, the Services are offered to business customers in the United States. This Policy also describes relevant technologies encountered by visitors to Lythe’s public websites.

This Cookie Policy should be read together with the Lythe Privacy Policy, Lythe Terms of Use, applicable product Terms of Service, Lythe AI Use Policy, Lythe Acceptable Use Policy, any applicable product-specific policies, and any applicable customer agreement or Data Processing Addendum.

2. What Are Cookies and Similar Technologies?

Cookies are small text files that are placed on a browser, device, or application when a user visits a website or uses an online service. Cookies can help websites remember users, maintain sessions, secure accounts, understand usage, personalize experiences, and measure performance.

Similar technologies include pixels, tags, beacons, local storage, session storage, software development kits, device identifiers, and server-side logging. In this Policy, the term “cookies” includes these similar technologies unless the context requires otherwise.

3. Why Lythe Uses Cookies

To operate websites, dashboards, documentation, public demos, product pages, API portals, and account login flows.

To authenticate users, maintain secure sessions, prevent fraud, and protect the Services from abuse.

To remember preferences, such as language, region, cookie choices, product settings, workspace settings, and interface preferences.

To analyze how users discover, navigate, and use the Services, including page views, feature usage, conversion events, errors, and performance metrics.

To improve product experience, website performance, documentation quality, onboarding, support, public demos, and customer communications.

To measure the effectiveness of marketing campaigns, referrals, product launches, demos, events, and paid acquisition channels.

To support customer support, sales operations, enterprise procurement, billing, account administration, and security monitoring.

To comply with legal obligations, enforce our terms and policies, and maintain audit records where required.

4. Categories of Cookies We May Use

4.1 Strictly Necessary Cookies

These cookies are required for the Services to function. They may be used for login, authentication, account security, load balancing, fraud prevention, cookie preference storage, payment flow support, and legal compliance. Because these cookies are necessary to provide the Services, users generally cannot disable them through our cookie preference tools, although they may be blocked through browser settings.

4.2 Functional Cookies

These cookies allow the Services to remember user choices and provide enhanced functionality. They may store settings such as preferred language, region, workspace preferences, display settings, saved form entries, dashboard preferences, and product configuration choices.

4.3 Analytics and Performance Cookies

These cookies help us understand how users interact with our websites and Services. They may collect information such as pages viewed, session duration, referral source, clicks, feature usage, scrolling behavior, cursor movements, navigation paths, session replay data, device type, browser type, approximate location, error events, and performance data. Where enabled, session replay technology may capture how users interact with pages to help us identify bugs, usability issues, and performance problems. We use this information to improve reliability, onboarding, product experience, documentation, demos, and support. Sensitive fields, including passwords, payment information, authentication credentials, API keys, security codes, and other sensitive information, are masked or excluded from session replay. Session replay may also capture interactions with forms and input fields. Text entered into form fields is masked by default, and Lythe does not intentionally record passwords, payment information, authentication credentials, API keys, security codes, or other sensitive information through session replay.

4.4 Marketing and Advertising Cookies

Lythe may use marketing and advertising cookies or similar technologies to measure campaigns, attribute signups or conversions, manage referrals, support retargeting, or deliver relevant advertising through third-party platforms.

Lythe does not currently sell personal data collected through cookies or similar technologies for monetary consideration. However, depending on the technology used and applicable law, disclosure of identifiers or online activity to advertising partners for targeted or cross-context behavioral advertising may be treated as a “sale,” “sharing,” targeted advertising, or similar regulated activity.

Where required by applicable law, Lythe will obtain consent before placing non-essential marketing or advertising cookies and will provide required notices and choices to opt out of regulated sale, sharing, or targeted advertising.

4.5 Security and Abuse Prevention Cookies

These cookies and similar technologies help us detect suspicious activity, protect against automated abuse, prevent unauthorized access, reduce spam, secure accounts, investigate unauthorized website testing or scraping, and investigate violations of our terms, AI Use Policy, Acceptable Use Policy, or customer agreements.

5. Categories and Duration of Cookies

The Services may use strictly necessary cookies and similar technologies to authenticate users, maintain secure sessions, protect accounts, remember cookie choices, support core site functionality, prevent fraud, and detect abuse. These technologies may include session identifiers, authentication status records, CSRF tokens, consent records, rate-limiting signals, bot-detection indicators, and similar security or operational identifiers. Strictly necessary cookies may remain active for the duration of a browser session or for a longer period where necessary to maintain security, record user choices, prevent abuse, or comply with legal obligations.

The Services may also use functional cookies to remember user preferences and improve user experience, including language, region, dashboard preferences, workspace settings, saved interface choices, demo preferences, and product configuration choices. Where enabled, analytics and performance cookies and similar technologies may help Lythe measure usage, detect errors, understand referral sources, evaluate feature use, record session interactions through session replay, and improve product reliability, documentation, onboarding, and public demos. Session replay is used to diagnose software issues, understand product usability, and improve user experience. Where enabled and legally permitted, marketing and advertising cookies may help Lythe measure campaigns, attribute signups, support retargeting, or deliver relevant advertising.

The specific cookies and similar technologies used through the Services, including their providers, purposes, categories, and retention periods, may vary depending on the features enabled, user choices, deployment environment, and changes to Lythe’s website, product,

analytics stack, marketing stack, or infrastructure. Where required by applicable law, Lythe will obtain consent before using non-essential cookies or similar technologies.

6. Third-Party Cookies and Providers

Some cookies may be set by third-party providers that help us operate, secure, analyze, market, support, bill, or improve the Services. These providers may include cloud infrastructure providers, analytics providers, payment processors, customer support tools, product analytics tools, advertising platforms, consent management tools, and security vendors.

Lythe uses PostHog analytics and session replay on its landing website. These technologies are optional, and visitors must approve them through the consent controls before they are enabled. Visitors may reject or later withdraw consent. PostHog processes usage events and replay information for the purposes described in this Policy and the Privacy Policy. A PostHog integration inside the product is separate: it is optional, contracted and controlled by the customer under the customer's own PostHog account, and is not required for Fraser Simulation Studio to function.

Third-party providers may process information according to their own terms and privacy policies. Where required, Lythe will maintain a list of relevant subprocessors or service providers in our Subprocessor List, Data Processing Addendum, Privacy Policy, or customer agreement.

7. Cookies in Lythe Products and Simulation Services

The Services may use cookies and similar technologies within product dashboards, developer portals, documentation, support tools, public demos, customer workspaces, and account environments. These technologies may help customers configure AI personas and subagents, manage optional customer-controlled integrations, review anonymized conversation-derived information, analyze anonymized interaction metadata, monitor usage, troubleshoot workflows, run Fraser Simulation Studio simulations, review simulation outputs, perform bug testing, evaluate product flows, and maintain account security.

This Cookie Policy does not mean that cookies are placed on individuals because customer materials contain information derived from them. Customers must anonymize conversation, analytics, and other persona-enrichment inputs before transfer or access by Lythe. Lythe may label those anonymized inputs. Lythe's own landing-website analytics, including optional PostHog analytics and session replay, are a separate processing activity described in this Policy and the Privacy Policy. Any PostHog integration inside the product is customer-controlled.

This Cookie Policy also does not mean that cookies are placed on third-party websites, prototypes, or product environments when a customer submits a URL, screenshot, prototype, landing page, Android application package (APK), or other material for analysis through Fraser Simulation Studio. Simulation inputs, uploaded materials, AI persona outputs, evaluation reports, logs, and related processing are addressed in the Lythe Privacy Policy, the Fraser Simulation Studio Terms of Service, and any applicable customer agreement or Data Processing Addendum.

8. Cookie Consent and User Choices

Where required by applicable law, Lythe will request consent before using non-essential cookies or similar technologies, including analytics cookies, session replay technologies, marketing cookies, advertising cookies, retargeting technologies, or conversion-measurement technologies. Analytics and session replay technologies will not be activated until the required consent has been obtained. Users may manage available cookie preferences through a cookie banner, preference center, browser controls, device settings, or third-party opt-out tools. Changing or withdrawing consent concerns future consent-dependent collection. Requests to delete personal information already collected are handled under the Privacy Policy and applicable law. Acceptance of terms or continued use alone is not consent to technologies that require consent.

Where applicable law gives users the right to opt out of sale, sharing, targeted advertising, or similar processing involving cookies or similar technologies, Lythe will provide the required opt-out choices and honor recognized opt-out preference signals where required by law.

Users can generally set browsers to refuse or delete cookies. However, disabling certain cookies may affect the functionality, security, availability, or performance of the Services. Strictly necessary cookies may remain active because they are required to provide the Services.

9. Browser and Platform Controls

Most browsers allow users to view, delete, block, or limit cookies. Users should review their browser or device settings for cookie management options. These controls may vary by browser, operating system, and device.

Some third-party advertising and analytics providers also offer opt-out mechanisms. Because these tools are controlled by third parties, Lythe cannot guarantee that they will fully prevent all tracking or recognition across different browsers, devices, or services.

10. Global Privacy Control and Similar Signals

Where required by applicable law, Lythe will process recognized opt-out preference signals, such as Global Privacy Control, as a request to opt out of regulated sale, sharing, targeted advertising, or similar processing for the relevant browser or device.

Lythe may not respond to all browser “Do Not Track” signals where no applicable legal requirement to do so exists.

11. Retention

Cookie retention periods vary depending on the category, purpose, provider, user settings, and applicable law. Session cookies may expire when a browser session ends. Persistent cookies may remain for a defined period unless deleted earlier by the user, browser, or Lythe. We aim to retain cookie-derived information only as long as reasonably necessary for the purposes

described in this Policy, the Lythe Privacy Policy, customer agreements, or applicable legal obligations. A browser cookie's or local-storage item's lifetime is distinct from the retention of analytics events or recordings held on a server. Deleting browser storage does not necessarily delete those server records.

12. Updates to This Cookie Policy

Lythe may update this Cookie Policy from time to time to reflect changes in the Services, cookies, providers, legal requirements, product names, or business practices. Updated versions will be posted or otherwise made available to affected users.

Material changes apply prospectively from the effective date stated in the updated Policy, subject to applicable law. We will notify affected users of material changes as required by law. Where a change requires consent, that consent is required before the relevant processing begins. Continued use alone does not constitute that consent.

13. Contact Us

Questions about this Cookie Policy, cookie choices, or privacy practices relating to Lythe services may be sent to:

Company: Lythe Inc.

Registered address: 2209 Van Ness Avenue, San Francisco, CA 94109

Privacy contact: team@lythe.ai