

Privacy & Cookies – Cookie Policy

Studytube uses cookies and similar tracking technologies on its platform and websites (together, the "Platform"). This Cookie Policy explains what cookies are, which cookies Studytube uses, why they are used, and how a platform user can manage their preferences.

Studytube reviews the cookies placed on the Platform on a periodic basis, so that this Cookie Policy reflects current practice.

1. What are cookies?

Cookies are small text files that a website or application places and stores on the hard drive or memory of a platform user's computer or other device when they visit it.

A cookie allows the web server to recognize the platform user's device and return previously stored information to it. This allows the Platform to recognize a returning platform user, for example so that they do not need to log in every time.

Cookies have a limited period of validity. Studytube uses session cookies wherever they are sufficient for the purpose; these are automatically deleted once the platform user closes their browser. Where a persistent cookie is genuinely required, Studytube limits its lifetime and does not set a first-party, non-essential cookie to last longer than 13 months from the platform user's most recent visit, in line with recognized best practice from EU data protection authorities. Some third-party providers embedded in the Platform may set cookies with a different lifespan under their own configuration, as described in section 5.

2. Cookie categories used by Studytube

Studytube uses three categories of cookies, described below. Some cookies are placed by third-party providers embedded in the Platform (such as a video player or chat widget) rather than by Studytube directly; these are marked accordingly in the tables in section 4.

- **Strictly necessary / essential** – required for the Platform to function. These are placed without consent, in line with applicable law.
- **Functional** – remember settings and enable specific features that are not strictly required for the Platform to run, but that improve the platform user's experience.
- **Analytics / performance** – help Studytube understand how the Platform is used, so Studytube can measure and improve performance.

3. Consent and your choices

Essential cookies do not require consent and may be placed as soon as a platform user accesses the Platform, because they are necessary to deliver the service requested.

Functional and analytics/performance cookies are not placed until a platform user has given prior, affirmative, opt-in consent through the "Privacy & Cookies" banner or settings panel on the Platform. A platform user can withdraw or change their consent at any time through the same "Privacy & Cookies" settings.

Studytube will ask a platform user to reconfirm their cookie preferences no less frequently than every 12 months, or sooner if this Cookie Policy changes materially.

Withdrawing consent stops the related cookies from being placed on future visits. Because some of the cookies described below are set by third-party providers directly, Studytube cannot always guarantee immediate deletion of a cookie already stored in a platform user's browser; platform users can remove existing cookies at any time via their browser settings (see section 6).

4. Cookies used on the Platform

4.1 Strictly necessary / essential cookies

These cookies only process information such as an IP address, the date and time of a visit, and preferences the platform user has set. They may be placed without permission.

Vendor	Cookie name	Purpose	Duration	Documentation
Studytube	accessToken	Authentication token used to verify the platform user's identity across the platform.	Session	–
Studytube	_session_id	Manages the platform user's active session on	Session	–

		Studytube's servers.		
Studytube	back_link	Stores the page to redirect the platform user back to after logging in.	30 minutes	–
Studytube	language	Stores the platform user's selected interface language.	Session	–
AWS	AWSALB, AWSALBCORS	Ensures the platform user's connection is consistently routed to the same server, keeping the platform stable and responsive during their session.	7 days	AWS documentation
Gainsight PX (Aptrinsic)	apt.sid, apt.uid	Provides in-app guidance (walkthroughs, tooltips) that helps manager accounts	Varies per cookie – see Gainsight documentation	Gainsight PX documentation

		follow steps in the app. Also used by Studytube to understand how manager accounts use the product. Not used for regular learner accounts.		
Vimeo	Multiple cookies	Cookies set directly by Vimeo (not shared with other companies) that are needed to play videos and keep the video player working correctly.	Varies per cookie – see Vimeo documentation	Vimeo documentation
Zendesk	Multiple cookies	Powers the in-app chat widget, available only to manager accounts, loaded only when the platform user	Varies per cookie – see Zendesk documentation	Zendesk documentation

		clicks "Chat with us"		
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Classification note (Zendesk): The Zendesk widget is only available to manager accounts, not regular learners, and does not load passively on page view; it initializes only after a platform user clicks "Chat with us," at which point the underlying script and cookies are set. Studytube classifies this as strictly necessary on the basis that the cookie is a direct consequence of a support service the platform user has just explicitly requested, consistent with the click-to-load pattern generally accepted as meeting the "explicitly requested service" test under the ePrivacy Directive. If the widget's loading behavior changes in future (e.g. proactive chat invitations triggered by page views or time-on-page, rather than a user click), this classification should be revisited, since passive loading does not meet the same test.

Classification note (Gainsight PX): Gainsight PX is only available to manager accounts, not regular learners. Studytube classifies it as strictly necessary because the in-app guidance it provides (walkthroughs, tooltips) is an important part of how managers learn to use platform features. This carries more residual risk than the other entries in this section: the script generally loads automatically with the manager's session rather than only on request, and the same `apt.sid / apt.uid` cookies also carry Studytube's usage tracking of manager accounts, so this classification exempts that tracking from consent too. Studytube has assessed and accepted this risk, and will revisit if Gainsight's configuration changes or regulatory guidance on bundled functional/analytics cookies becomes more prescriptive.

4.2 Functional cookies

These cookies enable specific features on the Platform. Placed only with the platform user's consent.

Vendor	Cookie name	Purpose	Duration	Documentation
Google (YouTube)	Multiple cookies (youtube-nocookie)	Cookies set by Google once the platform user interacts with an embedded video, used	Varies per cookie – see Google documentation	Google Cookie Policy

		for video playback and ad personalization. These functions cannot be separated from one another.	
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Classification note (Google/YouTube): Studytube embeds YouTube's privacy-enhanced player. Google's own documentation notes that this reduces, but does not eliminate, the cookies placed once a platform user interacts with the video, and that ad-personalization cookies may still be set as part of that interaction. A platform user who does not want Google to use this information for ad personalization can manage this directly with Google via [Google Ads Settings](#).

4.3 Analytics / performance cookies

These cookies help Studytube measure and improve the Platform. Placed only with the platform user's consent.

Vendor	Cookie name	Purpose	Duration	Documentation
Google (Google Analytics)	_ga, _ga_C5F0LSZJ42	Helps Studytube understand how platform users use the platform, so Studytube can improve it (e.g. which pages are viewed and how often).	13 months	Google Analytics cookie usage

Sentry	Multiple cookies	Used for performance monitoring, helping Studytube identify and resolve technical issues. Only applied to a sample of platform user sessions, not all users.	Varies per cookie – see Sentry documentation	Sentry_ documentation
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A platform user can separately opt out of Google Analytics tracking using the [Google Analytics opt-out browser add-on](#).

5. Third-party providers

Some features on the Platform are provided by third parties (for example, video playback, live chat, and product analytics). These providers may place their own cookies in connection with the use of their services, as further described in the tables above. The use of such third-party cookies is subject to the applicable consent requirements and the respective provider's privacy and cookie practices.

6. Managing, blocking, and deleting cookies

A platform user can adjust their cookie preferences on the Platform at any time via the "Privacy & Cookies" settings, or block or delete cookies through their browser settings. Blocking cookies may mean that the Platform, or parts of it, no longer function optimally.

For instructions on managing cookies, platform users can consult their browser's help pages:

- [Chrome](#)
- [Firefox](#)
- [Microsoft Edge](#)
- [Safari](#)

7. Changes to this Cookie Policy

Studytube may update this Cookie Policy from time to time, for example when a new provider or cookie is added to the Platform. The most current version is always available on Studytube's website. Where a change is material, Studytube will ask platform users to reconfirm their cookie preferences, in line with section 3.

8. Questions

For questions about this Cookie Policy, contact Studytube at legal@studytube.nl.

This Cookie Policy was last amended in August 2026.