

Cookie Policy

SOTAB B.V.

Last updated: 10/04/2026

This Cookie Policy explains how **SOTAB B.V., trading as Nerolead**, uses cookies and similar technologies on sotab.nl.

1. Who we are

SOTAB B.V., trading as Nerolead, is responsible for the use of cookies and similar technologies on this website.

SOTAB B.V.

Goudse Rijkweg 17
3061 DA Rotterdam
The Netherlands

Chamber of Commerce number: 95623612

VAT number: NL867210096B01

For questions about this Cookie Policy, you can contact us at:

privacy@sotab.nl

contact@sotab.nl

2. What are cookies?

Cookies are small text files placed on your device when you visit a website. They help a website function properly, remember choices, measure performance, and understand how visitors use the site.

We may also use similar technologies, such as scripts, tags, local storage, or pixels. In this Cookie Policy, we refer to these together as “cookies” unless stated otherwise.

3. Which types of cookies we use

We use the following categories of cookies on this website:

3.1 Necessary cookies

These cookies are necessary for the website to function properly and for basic security, consent management, and site functionality.

These cookies do not require consent, but we do inform you about them.

Examples may include:

- cookies that remember your cookie preferences;
- cookies required for security or technical operation;
- cookies needed for essential website functionality.

3.2 Analytics cookies

These cookies help us understand how visitors use our website, so we can improve the site, content, navigation, and user experience.

We only place analytics cookies after you have given your consent.

At the moment, this category includes:

- **Google Analytics 4**
- **Microsoft Clarity**

3.3 Marketing cookies

We do not currently use marketing cookies or advertising pixels as part of the current live setup.

If we add marketing or advertising cookies in the future, we will update this Cookie Policy and ask for consent where required before placing them.

4. How consent works on this website

When you first visit our website, you are shown a cookie banner. Through that banner, you can:

- accept all cookies;
- reject non-essential cookies;
- manage your cookie preferences.

Necessary cookies remain active because they are required for the website to operate properly.

Analytics cookies are only placed if you give consent.

You can withdraw or change your consent at any time through the cookie settings option available on the website.

5. Cookies we use

5.1 Necessary cookies

These technologies are used to remember your cookie preferences and to support essential website functions. On this website, the consent tool (Silktide Consent Manager, loaded from our own domain) stores your choices in browser local storage (not as traditional HTTP cookies). Under applicable law, this is often treated similarly to cookies when it is used to store information on your device.

Consent and preference storage (Silktide)

The following local storage keys may be set on sotab.nl (first-party):

Key	Purpose
<code>stcm.hasConsented</code>	Indicates that you have completed the initial cookie banner flow (accept, reject non-essential, or saved preferences).
<code>stcm.consent.necessary</code>	Stores that necessary cookies/functionality are accepted (this category is required for the tool to operate).
<code>stcm.consent.analytics</code>	Stores whether you have accepted or rejected analytics (true / false).
<code>stcm.consent.marketing</code>	Stores whether you have accepted or rejected marketing (true / false).

Legacy keys (migration only)

If your browser still has data from an older Silktide key format, you may also see silktideCookieChoice_necessary, silktideCookieChoice_analytics, silktideCookieChoice_marketing, and/or silktideCookieBanner_InitialChoice. New visits typically use the stcm.* keys above.

Type: first-party (local storage on your device for this website)

Retention: No fixed expiry in our implementation; data remain until you change or withdraw consent via Cookie settings, use any reset offered by the tool, or clear site data / local storage for sotab.nl in your browser.

Other essential local storage (site functionality)

We also use local storage for sotab-theme to remember your light/dark display preference. This is separate from analytics and marketing and is used only for basic site functionality.

5.2 Analytics cookies: Google Analytics 4

We use **Google Analytics 4** to collect aggregated information about how visitors use the website, such as which pages are visited, how users navigate through the site, and how the site performs.

Google states that GA4 JavaScript tags use first-party cookies such as **_ga** and **ga<container-id>** to distinguish users and persist session state, with a default expiration of 2 years unless configured otherwise.

Cookies that may be used include:

- **_ga**
Purpose: distinguishes users
Type: first-party
Retention: up to 2 years
- **ga<container-id>**
Purpose: persists session state
Type: first-party
Retention: up to 2 years

We only use Google Analytics after you have given consent for analytics cookies.

5.3 Analytics cookies: Microsoft Clarity

We use **Microsoft Clarity** to better understand how visitors interact with our website through tools such as heatmaps and session recordings. Microsoft explains that Clarity typically uses

non-essential cookies and that, with consent mode, it waits for valid consent before setting cookies. Microsoft also lists cookies such as `_clck` and `_clsk` for Clarity's normal operation.

Cookies that may be used include:

- **`_clck`**
Purpose: persists the Clarity user ID and preferences for the site
Type: first-party
Retention: may vary based on Clarity/browser settings
- **`_clsk`**
Purpose: connects multiple page views by a user into a single Clarity session recording
Type: first-party
Retention: may vary based on Clarity/browser settings

Depending on Microsoft's implementation and your browser, Clarity may also involve additional Microsoft-related cookies. Microsoft states that Clarity data retention differs by data type, with recordings retained for 30 days and heatmaps/click data for up to 13 months.

We only use Microsoft Clarity after you have given consent for analytics cookies.

6. Which data may be collected through cookies

Depending on the tool and the category, cookies may collect or help process information such as:

- pages visited;
- clicks, scrolls, and navigation behavior;
- technical browser and device information;
- IP address;
- referrer URL;
- website performance information;
- pseudonymous identifiers;
- session and interaction data.

For more information about how we process personal data more generally, please see our Privacy Policy.

7. Third parties

Cookies and related data may involve third-party providers that support the website and analytics setup. In the current setup, this may include providers such as:

- Google
- Microsoft
- Vercel
- Supabase
- Resend

We may also use Google Tag Manager to manage analytics tags and consent-controlled scripts. Google Tag Manager is part of the technical setup for tag deployment, but the actual analytics cookies are associated with the tools loaded through that setup.

8. International transfers

Some of the providers connected to our website may process data outside the European Economic Area or may allow access from outside the EEA.

Where required, we aim to ensure that appropriate safeguards are in place, such as an adequacy decision or Standard Contractual Clauses.

9. How to manage or withdraw your consent

You can change or withdraw your cookie consent on www.nerolead.com at any time through the cookie settings option on our website.

In addition, most browsers allow you to control cookies through browser settings. Please note that disabling certain cookies may affect how some parts of the website function.

10. Changes to this Cookie Policy

We may update this Cookie Policy from time to time, for example if our website, cookie setup, or legal obligations change.

The most recent version will always be published on this page.

11. Contact

If you have questions about this Cookie Policy, please contact:

privacy@sotab.nl

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