

COOKIE POLICY

LAST UPDATED	EFFECTIVE DATE	VERSION
24 June 2026	24 June 2026	1.0

This policy explains how Basecamp Research uses cookies and similar technologies on basecamp-research.com and our associated services, the choices available to you, and how to manage your preferences.

01

WHAT ARE COOKIES?

Cookies are small text files that a website places on your device when you visit. They are widely used to make websites work, or work more efficiently, and to provide information to the operators of a site. Cookies can be “session” cookies (deleted when you close your browser) or “persistent” cookies (which remain on your device until they expire or you delete them).

Similar technologies — such as pixel tags, web beacons, and local storage — function in a comparable way and are covered by this policy wherever we refer to “cookies”.

02

HOW WE USE
COOKIES

We use cookies and similar tracking technologies to:

- Keep you signed in and remember your preferences across pages and sessions on basecamp-research.com and associated subdomains.
- Understand how visitors find and interact with our website so we can improve it.
- Measure the effectiveness of marketing and outreach campaigns.
- Protect the security of our users and services, including detecting and preventing fraud.
- Deliver content and functionality tailored to your interests.

Legal basis (EU/UK): Where we operate under GDPR or the UK GDPR, strictly necessary cookies are deployed on the basis of our legitimate interest in providing a functioning service. All other cookies require your consent, which you can manage at any time via our cookie preference center.

EDEN MCP Service. The authenticated EDEN MCP Service (mcp-public.basecamp-research.com) is an API and does not rely on browser cookies. Your authenticated session there is maintained using session tokens issued by our authentication provider, Auth0, which function in a manner similar to cookies. Please see our Privacy Notice for details of how we process data in connection with the EDEN MCP Service.

03

TYPES OF COOKIES
WE USE

The table below describes the main cookies currently active on our website.

NAME	CATEGORY	PURPOSE	EXPIRY
_session_id	NECESSARY	Maintains your login session and keeps you authenticated while navigating the site.	Session
csrf_token	NECESSARY	Protects against cross-site request forgery attacks on forms and authenticated actions.	Session
cookie_consent	NECESSARY	Stores your cookie consent preferences so we do not ask again on subsequent visits.	12 months
_lang_pref	NECESSARY	Remembers your language or locale selection.	12 months
_ga	ANALYTICS	Google Analytics identifier used to distinguish unique users and sessions.	24 months
_ga_XXXXXX	ANALYTICS	Google Analytics session state and campaign attribution data.	24 months
_gid	ANALYTICS	Google Analytics cookie distinguishing users over a 24-hour period.	24 hours
_fbp	MARKETING	Meta Pixel cookie used to measure reach and attribution for any sponsored content on Facebook and Instagram.	3 months
li_sugr	MARKETING	LinkedIn Insight Tag cookie used for campaign analytics and retargeting on LinkedIn — our primary professional network.	3 months
AnalyticsSyncHistory	MARKETING	LinkedIn cookie used to store information about the time a sync took place with the LinkedIn audience network.	30 days

This list is updated periodically. For a live inventory of cookies on any page, open your browser's developer tools and inspect the Application > Cookies panel.

04

THIRD-PARTY
COOKIES

Some cookies on our site are set by third parties whose services we embed or integrate with, such as analytics providers and advertising networks.

These third parties set and access cookies on your device in accordance with their own privacy policies, which we encourage you to review:

- Google Analytics — policies.google.com/privacy
- Meta (Facebook / Instagram) — facebook.com/privacy/policy
- LinkedIn — linkedin.com/legal/privacy-policy

We do not control the operation of third-party cookies and cannot guarantee the accuracy or currency of the information provided by those third parties.

05

YOUR CHOICES

You have several options for managing cookies:

Cookie preference center. You can accept or withdraw consent for non-essential cookies at any time by clicking the “Cookie Settings” link in the footer of any page on basecamp-research.com.

Browser settings. Most browsers allow you to refuse or delete cookies through their settings. The methods vary by browser — consult your browser’s help documentation. Note that disabling cookies may impair the functionality of this website.

Opt-out tools. You can opt out of interest-based advertising from participating companies via the Digital Advertising Alliance (US), the European Interactive Digital Advertising Alliance (EU/UK), or Google’s My Ad Center.

Do Not Track. Some browsers send a “Do Not Track” signal. Our site does not currently respond to Do Not Track signals, but we do honor consent choices made through our preference center.

06

COOKIE RETENTION

Session cookies are erased automatically when you close your browser. Persistent cookies remain on your device for the duration shown in the table in Section 3, or until you delete them manually. Where applicable law requires, we will not retain personal data collected through analytics or marketing cookies for longer than necessary for the stated purpose.

07

CHANGES TO THIS
POLICY

We may update this Cookie Policy from time to time to reflect changes in technology, regulation, or our business practices. When we do, we will revise the “Last updated” date at the top of this page. Where changes are material, we will provide a more prominent notice (for example, a banner on our homepage or an email notification).

Your continued use of our website after any change is posted constitutes your acceptance of the revised policy, to the extent permitted by applicable law.

08

CONTACT US

If you have questions about our use of cookies or wish to exercise your rights under applicable data protection law, please contact our privacy team:

Basecamp Research Ltd

Company No. 12354133 (England & Wales)

Unit 315, Clerkenwell Workshops

27 Clerkenwell Close, London, EC1R 0AT, United Kingdom

Email: legal@basecamp-research.com

If you are located in the EU or UK, you also have the right to lodge a complaint with your local supervisory authority. In the UK, this is the Information Commissioner’s Office (ico.org.uk).