

Cookie policy

Belgium and United Kingdom | Updated 22 October 2026

This policy explains the cookies and similar technologies on [lina.law](#), [clients.lina.legal](#) and Lina OS, available on [lina.legal](#) and on [lawyers.lina.legal](#) when that domain is in use. It supplements the privacy policy, which also covers exchanges through the MCP connector. These digital services are operated by Lina AI Ltd.

Audience, usage analytics and advertising trackers require your prior consent. You can accept, refuse or customise your choices. Continuing to browse does not amount to consent. These rules apply to every language version.

1.What is a cookie?

A cookie is a piece of information stored on your computer, phone or other device that can be read again during a visit. It can remember a session, a choice or an identifier. A session cookie disappears at the end of the session; a persistent cookie remains until it expires or is deleted.

Pixels and the browser's local storage can also store information on the device or access it. This policy covers them: the absence of a file called a "cookie" does not exempt anyone from the rules on trackers.

A tracker may be set by the website operator or by a third party. How long it stays on your device and how long the data collected stays with Lina or a provider are two separate pieces of information.

2.Which cookies do we use?

Purposes and choices

Category	Purpose	Choice
Necessary	Remembering the cookie choice and the language expressly selected, and ensuring the authentication or security essential to the service requested.	Without consent, only within the limits of that necessity.
Audience	Measuring website traffic with Google Analytics and the use of Lina OS features with PostHog.	Prior consent to optional trackers. Any session replay requires specific consent.
Marketing	Campaign measurement and attribution and advertising profiling by Google Ads, Meta, OpenAI Ads and Ryze.	Prior marketing consent. A Google Analytics property linked to Google Ads is not covered by audience consent alone when it feeds advertising uses.
Intercom chat	Talking to the team from the public website and finding the conversation again.	Enabled according to the marketing choice in the current consent manager. You can email us without enabling the chat.

The processing of personal data from optional trackers is based on consent. For strictly necessary trackers, the processing may rely on the performance of the service requested or on the legitimate interest in keeping it secure, depending on the exact use. These bases are set out in the privacy policy; they do not replace the consent required to access the device.

Tracker inventory

The tables distinguish the public website from the signed-in areas. The client portal has no audience or advertising tools; PostHog concerns Lina OS only. Names ending with an asterisk include a variable technical identifier. The periods below concern storage on your device; the privacy policy sets out separately how long Lina and its providers keep the data they receive.

Service and identifier	Purpose and category	Duration on the device	Website or domain
lina_consent	Remembers acceptance or refusal; necessary.	6 months for both choices.	Lina domain concerned; separate choices for each domain.
lina-language	Remembers the language expressly chosen; necessary.	1 year.	lina.law
Google Analytics: _ga, _ga_*	Audience measurement; uses linked to Google Ads also depend on the marketing choice.	400 days.	lina.law
Google Ads: _gcl_au	Advertising measurement and attribution; marketing.	90 days.	lina.law
Google Ads: IDE	Advertising and campaign measurement; marketing.	390 days.	doubleclick.net
Meta: _fbp	Conversion measurement and advertising profiling; marketing.	90 days.	lina.law
OpenAI Ads: __oaiq_consent	Consent signal of the advertising integration; marketing.	30 days.	lina.law
OpenAI Ads: __obref	Browser reference for advertising measurement; marketing.	365 days after creation.	lina.law
OpenAI Ads: __oppref	Attribution after an ad click; marketing.	30 days; renewed when a non-empty oppref parameter is captured.	lina.law
Ryze: _rza, __ryze_i	Advertising attribution and profiling; marketing.	400 days.	lina.law
Google, Ryze, OpenAI and Meta local storage	Identifiers, visit source and attribution depending on the tool; audience or marketing.	Lina rule: no more than 12 months after recording, or withdrawal of consent if earlier.	Browser storage for the public website.
Intercom: intercom-session-*	Keeps the conversation going; current marketing choice.	7 days by default; ends earlier when the Intercom session is closed.	lina.law; first-party tracker.
Intercom: intercom-device-id-*	Recognises the device and prevents chat abuse; current marketing choice.	270 days by default, renewed on interactions with the Messenger.	lina.law; first-party tracker.

Service and identifier	Purpose and category	Duration on the device	Website or domain
Intercom: intercom-id-* and intercom.intercom-state-*	Visitor identifier and local cache of the conversation; current marketing choice.	Visitor cookie: 9 months depending on the Messenger version. Local storage: no native expiry; Lina rule of deletion on withdrawal or after 9 months without use.	Browser storage for lina.law.
PostHog: user and session identifiers	Analyses the use of features; audience.	Cookie: no more than 365 days. Local storage: no more than 12 months; deleted when consent is withdrawn.	Lina OS only: lina.legal and, when in use, lawyers.lina.legal.
Authentication and security	Keeps the requested sign-in active and protects access; necessary.	Validity of the signed-in session, until sign-out, expiry or revocation.	Client and lawyer portals.

The website's forms send conversion events to the measurement tools, without the content of the fields entered. In Lina OS, PostHog links the use of features to identified lawyers; text and fields are masked and content properties are filtered. Any recording that allows a session to be replayed is subject to specific prior consent, masking of matter content and retention of no more than 30 days.

Cal.com is reached through an external booking link. Lina's cookie choices do not determine those of the external website you open. Lina's own cookies are tied to the domain visited or its subdomains; third-party cookies, such as IDE, belong to the provider's domain. You can check their exact domain and expiry in your browser settings.

Recipients and international transfers are described in the privacy policy. The providers publish further information: policies.google.com/technologies/cookies; developers.openai.com/ads/measurement-pixel; intercom.com/legal/product-privacy-notice; posthog.com/docs/privacy. Unlike a cookie with an expiry date, local storage is not cleared automatically: the periods set by Lina apply to it as well.

3.How can you control or delete these cookies?

The consent manager lets you accept, refuse or choose the optional categories, with no pre-ticked boxes. Advertising trackers, including source identifiers stored in local storage, require your marketing consent. Use of the essential features does not depend on that consent.

You can change or withdraw your choices from the manager available on the legal page ("Manage cookie preferences"). Withdrawal applies to future collection and use based on your consent; it does not affect the lawfulness of processing carried out before withdrawal. The website's own optional identifiers must be deleted or made unusable for the purposes refused.

Refusing keeps the public information and the essential features available. An optional external service may remain unavailable; you can contact legal@lina.law. Closing the banner, scrolling the page or continuing to browse does not amount to consent.

Your choice is remembered for six months, whether you accept or refuse. You can change it at any time. The record of consent or refusal, comprising the choice, its version, the IP address, the browser and the date, is kept separately for thirteen months.

Choices are specific to each domain and are not shared between browsers or devices. You may be asked again when they expire, after they are cleared or when the purposes or providers change substantially.

You can also view, block or delete cookies and site data in your browser settings. To clear local storage, choose to delete the data of the website concerned. This may erase your preferences or sign you out; it does not erase data already received by a provider. If an identifier remains after a withdrawal, you can delete it in this way and let us know at legal@lina.law. Blocking essential trackers may prevent sign-in or a requested feature.

4.Contact us

For any question about cookies or to exercise your rights: legal@lina.law. Your rights and the ways to complain to the APD/GBA, the CNIL or the ICO are set out in the privacy policy. You can approach the competent authority without first seeking an amicable settlement.

Controller of the processing involved in operating lina.law and lina.legal: Lina AI Ltd, a company registered in England and Wales under number 17218368, with its registered office at 128 City Road, London EC1V 2NX, United Kingdom. Contact: legal@lina.law.

Technical development and support: Lina AI SRL, Belgian private limited liability company (société à responsabilité limitée), company number 1041.661.026, avenue Brugmann 198/2, 1050 Brussels (Ixelles), Belgium. Shared contact: legal@lina.law.

This policy will be updated when the trackers or their uses change. A new text does not amount to new consent. Date of this version: 22 October 2026.