

AthletesIQ Cookie Policy

Effective Date: 25/08/2026

Last Updated:25/08/2026

1. Introduction

This Cookie Policy explains how **AthletesIQ Ltd** ("AthletesIQ", "we", "us", or "our") uses cookies and similar technologies when you visit or use **AthletesIQ.co.uk** (the "Website").

This policy explains what cookies are, why we use them, the types of cookies and similar technologies that may be used on the Website, and how you can control your preferences.

This Cookie Policy should be read together with our **Privacy Policy**, which explains how we collect, use, store and protect personal information.

Our use of cookies and similar technologies is governed by applicable UK privacy legislation, including the **Privacy and Electronic Communications Regulations 2003 ("PECR")** and, where information collected through cookies constitutes personal data, the **UK General Data Protection Regulation ("UK GDPR")** and the **Data Protection Act 2018**.

2. Who We Are

The Website is operated by **AthletesIQ Ltd**.

Our contact details are:

AthletesIQ Ltd
41 Stakes Road
Purbrook
PO7 5LZ
United Kingdom

Email: info@athletesIQ.com

If you have any questions about our use of cookies or similar technologies, you can contact us using the details above.

3. What Are Cookies?

Cookies are small text files or similar pieces of information that are stored on your computer, smartphone, tablet or other device when you visit a website.

Cookies allow a website to recognise your device and can perform a variety of functions. For example, cookies can allow a website to remember that you are logged into an account, remember certain preferences, maintain security, process payments or understand how visitors interact with a website.

Some cookies are temporary and are deleted when you close your browser. These are generally known as session cookies. Other cookies remain on your device for a specified period or until they are manually deleted. These are generally known as persistent cookies.

Cookies may be placed directly by the website you are visiting or by third-party services incorporated into that website.

Cookies are not the only technology covered by rules relating to online tracking. Similar technologies, including certain forms of local storage, pixels, scripts, tags and other technologies that store information on or access information from your device, may also be subject to the same requirements.

4. How We Use Cookies

AthletesIQ uses cookies and similar technologies for a number of purposes.

Some technologies are essential to the operation, security and functionality of the Website. Other technologies help us understand how visitors use the Website or enable third-party content and services.

We currently use or may use technologies associated with **Supabase, Stripe, Google Analytics, YouTube, Vercel and Koalendar**.

The precise cookies and similar technologies used may change from time to time as our Website and third-party services develop.

5. Strictly Necessary Cookies

Strictly necessary cookies and similar technologies are required for the Website or a service specifically requested by you to operate correctly.

These technologies may be used to support account registration, authentication, login sessions, security, fraud prevention, session management and other essential functionality.

AthletesIQ uses **Supabase** to manage user authentication and account functionality. Technologies associated with Supabase may therefore be necessary to allow you to securely log into your AthletesIQ account and navigate between different areas of the Platform while remaining authenticated.

We may also use technologies that are necessary to protect the Website from malicious activity, maintain secure sessions and ensure the technical operation of the Website.

Where a cookie or similar technology is strictly necessary to provide a service that you have requested, it may be used without separate consent where permitted by applicable law.

6. Analytics Cookies

AthletesIQ uses **Google Analytics** to help us understand how visitors use the Website.

Analytics technologies may provide information about how visitors navigate the Website, which pages are viewed, how long visitors remain on pages, which devices and browsers are used and how different parts of the Website perform.

We use this information to improve the Website, identify technical problems, understand which content is useful and make informed decisions about the development of AthletesIQ.

Google Analytics is not necessary for the core operation of the Website. We therefore treat analytics technologies as **non-essential** and will only activate them where the appropriate consent has been obtained.

If you reject analytics cookies, your decision will not prevent you from using the core functionality of AthletesIQ.

7. YouTube Cookies and Embedded Content

AthletesIQ uses **YouTube** to provide educational and informational video content.

YouTube is a third-party service operated by Google. When YouTube content is embedded within the Website, YouTube may use cookies or similar technologies depending on how the embedded content is configured and how you interact with it.

Where applicable, we seek to use privacy-enhancing settings and configurations designed to reduce unnecessary tracking.

Interacting with or playing an embedded YouTube video may result in information being processed by YouTube or Google in accordance with their respective policies.

AthletesIQ does not control the cookies or similar technologies used by YouTube and recommends that users review Google's applicable privacy information if they require further information.

8. Stripe Payment Technologies

AthletesIQ uses **Stripe** to process payments for subscriptions and other paid services.

Stripe is integrated directly into the Website to allow users to complete payments securely.

Stripe may use cookies and similar technologies in connection with payment processing, authentication, fraud prevention, security and the provision of its payment services.

The specific technologies used by Stripe may depend upon the configuration of our payment integration and may change over time.

AthletesIQ does not store complete payment card numbers or security codes on its own systems. Payment information is processed through Stripe's secure payment infrastructure.

9. Supabase Authentication Technologies

AthletesIQ uses **Supabase** to provide authentication and database functionality.

When you create an AthletesIQ account or log into the Website, Supabase may use authentication cookies, tokens, local storage or similar technologies to maintain your secure session.

These technologies allow the Website to recognise that you are an authenticated user while you navigate through the Platform.

They may also assist with account security, password resets and protection against unauthorised access.

Technologies that are strictly necessary for authentication and account functionality may be used without separate consent where permitted by applicable law.

10. Vercel Hosting Technologies

AthletesIQ uses **Vercel** to host and deliver the Website.

Vercel is used primarily to provide website hosting and infrastructure rather than for analytics purposes.

Technical information may be processed as part of delivering website requests, maintaining website performance, protecting the Website from abuse and ensuring the security and reliability of our infrastructure.

AthletesIQ does not currently use Vercel Analytics or Vercel Speed Insights as separate analytics services.

11. Koalendar

AthletesIQ uses **Koalendar** to facilitate the booking and scheduling of consultations and meetings.

When you interact with Koalendar's scheduling functionality, Koalendar may use cookies or similar technologies necessary to provide its scheduling services, maintain sessions, remember booking information or protect its service from misuse.

The technologies used may depend upon how Koalendar's functionality is incorporated into the Website.

Koalendar operates independently of AthletesIQ and may process information in accordance with its own privacy and cookie policies.

12. CapCut and Highlight Reel Creation

AthletesIQ may provide functionality that allows users to create or process sports highlight reels through a third-party video service, including the CapCut API.

The CapCut integration is not automatically activated simply because you visit the Website.

It is activated when you actively choose to use the relevant highlight reel functionality.

Where you choose to use this functionality, information and video content may be transmitted to the relevant third-party service in order to provide the requested service.

AthletesIQ does not use the CapCut integration to track visitors simply because they visit the Website.

Further information about the processing of video content is provided in our Privacy Policy.

13. Third-Party Cookies

Some cookies and similar technologies used on the Website may be provided by third parties.

These third parties may include Google, YouTube, Stripe, Supabase, Vercel and Koalendar.

Third-party providers may update, replace or introduce technologies as their services develop. As a result, the exact cookies and technologies used on the Website may change over time.

AthletesIQ will take reasonable steps to monitor the technologies used on the Website and update this Cookie Policy where appropriate.

14. Cookie Consent

Where applicable law requires consent, AthletesIQ will obtain your consent before placing or accessing non-essential cookies or similar technologies on your device.

Our cookie consent mechanism allows you to make a choice regarding non-essential technologies.

You may choose to accept all available cookies or reject non-essential cookies. Where available, you may also manage individual categories of cookies through our cookie preference controls.

Simply continuing to browse the Website does not constitute consent to non-essential cookies.

15. Managing Your Cookie Preferences

You can change your cookie preferences at any time using the **Cookie Settings** functionality available on the Website.

If you previously accepted non-essential cookies, you can subsequently withdraw or change your consent.

Where you withdraw consent, AthletesIQ will take reasonable steps to stop using the relevant non-essential technologies.

Please note that disabling certain technologies may affect some functionality of the Website. For example, disabling essential authentication technologies may prevent you from logging into your AthletesIQ account.

16. Browser Controls

Most modern internet browsers allow you to control and delete cookies through their settings.

You may be able to configure your browser to block cookies, delete existing cookies, prevent third-party cookies or notify you when a cookie is being placed on your device.

However, blocking all cookies may affect your ability to use certain features of AthletesIQ.

For this reason, we recommend using the cookie preference controls provided directly through the Website where available.

17. Cookies and Personal Data

Some cookies and similar technologies may collect information that constitutes personal data under UK GDPR.

This may include information such as IP addresses, online identifiers, device information, account session information and information concerning your interactions with the Website.

Where information collected through cookies constitutes personal data, AthletesIQ will process that information in accordance with our **Privacy Policy** and applicable data protection legislation.

18. International Data Transfers

Some third-party providers used by AthletesIQ may process information outside the United Kingdom.

Where personal data is transferred outside the United Kingdom, AthletesIQ will take appropriate steps to ensure that the transfer is carried out in accordance with applicable data protection legislation.

This may include relying on an applicable adequacy decision, appropriate contractual safeguards or another lawful transfer mechanism.

Further information about international transfers can be found in our Privacy Policy.

19. Data Security

AthletesIQ takes reasonable technical and organisational measures to protect information processed through cookies and similar technologies.

Our security measures include secure HTTPS connections, access controls, authentication protections, secure hosting infrastructure and appropriate restrictions on access to personal information.

Third-party providers may also maintain their own security measures in accordance with their respective security practices.

Although we take reasonable steps to protect information, no internet-based service can guarantee absolute security.

20. Children's Privacy

AthletesIQ's services are intended for individuals aged **13 years and over**.

We recognise the importance of protecting the privacy of younger users and seek to provide appropriate information about our use of cookies and similar technologies.

Non-essential cookies will not be activated simply because a user visits or browses the Website. Appropriate consent requirements will apply where legally required.

Parents or guardians who have questions or concerns regarding cookies or similar technologies in connection with a child's use of AthletesIQ may contact us at **info@athletesIQ.com**.

21. Changes to This Cookie Policy

AthletesIQ may update this Cookie Policy from time to time.

Changes may be necessary because of changes to our Website, technology, third-party services, business practices, legislation or regulatory guidance.

Where we introduce new categories of non-essential cookies or materially change the purposes for which cookies are used, we will update this policy and, where required, seek appropriate consent.

The latest version of this Cookie Policy will be published on **AthletesIQ.co.uk**.

22. Contact Us

If you have any questions about this Cookie Policy or how AthletesIQ uses cookies and similar technologies, please contact us.

AthletesIQ Ltd

41 Stakes Road
Purbrook
PO7 5LZ
United Kingdom

Email: info@athletesIQ.co.uk

23. Complaints

If you have concerns about how AthletesIQ uses cookies, similar technologies or your personal information, we encourage you to contact us first so that we can investigate and attempt to resolve your concerns.

You also have the right to raise concerns with the **Information Commissioner's Office (ICO)**, the UK's independent supervisory authority for data protection.

24. Relationship With Our Other Policies

This Cookie Policy forms part of AthletesIQ's wider legal and privacy framework.

It should be read alongside our **Privacy Policy, Terms of Service, Security Policy and Billing Policy**.

Our Privacy Policy provides further information about how AthletesIQ collects, uses, stores, shares and protects personal information.

Where cookies or similar technologies involve the processing of personal data, the relevant processing will also be subject to our Privacy Policy.

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