

Cookie Policy

Varsity Page — operated by Varsity Page LLC

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Permanent link: <https://www.varsitypage.com/legal/archive/cookies/1.1.0>

The version in effect today is always at <https://www.varsitypage.com/cookies>

Plain-language summary (not part of the binding text)

Varsity Page uses cookies and browser storage to keep you signed in, remember your choices and measure how the Service is used. Your analytics choice covers both PostHog and our own usage measurement: if you refuse, or have not chosen yet where we ask first, nothing for measurement is stored in your browser, a smaller set of events is recorded and it is not linked to your account. You can change your choice at any time with Cookie Preferences.

Binding text

About This Policy

This Cookie Policy explains how **Varsity Page LLC**

uses cookies and similar technologies, such as your browser's local storage and session storage, on the Varsity Page website and app. It supplements our [Privacy Policy](#).

A cookie

is a small file a website stores in your browser.

Local storage

and

session storage

are similar browser features; session storage is cleared when you close the tab.

Cookies and Similar Technologies We Use

Strictly Necessary

These make the Service work and keep it secure. They do not require consent.

Name: Authentication cookies (names beginning sb-)

Type: Cookie

Purpose: Keep you signed in, including guest sessions, and complete sign-in securely

How long: While your session is active; refreshed while you use the Service

Name: auth_next

Type: Cookie

Purpose: Returns you to the page you were on after signing in with Google

How long: 10 minutes

Name: vp_geo_region

Type: Cookie

Purpose: Records your approximate region, estimated from your IP address, so we show the right cookie choices and apply the right default until you choose

How long: 24 hours

Name: vp_analytics_consent

Type: Cookie

Purpose: Remembers your cookie and analytics choice so our servers can apply it too

How long: 1 year

Name: varsitypage.consent.v1

Type: Local storage

Purpose: Remembers your cookie and analytics choice in the browser

How long: Until you clear it or change your choice

Name: vp_preview

Type: Cookie

Purpose: Lets a school's preview link show its page before publication

How long: 7 days

Name: guest_donor_cookie_id

Type: Cookie

Purpose: Where a school offers donations, links donations made as a guest in the same browser

How long: 1 year

Functional

These remember your preferences and interface state. They stay in your browser and are not used for advertising.

Name: theme

Type: Local storage

Purpose: Your light or dark display choice

How long: Until you clear it

Name: sidebar_state

Type: Cookie

Purpose: Whether the side menu is open

How long: 7 days

Name: vp:nav-stack

,
vp:schoolNav:activeSchoolId

,
vp:schoolNav:lastVisitedPaths

Type: Session storage

Purpose: Back navigation and the school you are browsing

How long: Until you close the tab

Name: vp:has_completed_tour

,
vp-theme-explainer-dismissed

,
vp:image-action-coached

Type: Local storage

Purpose: Remembers tips and tours you have already seen

How long: Until you clear it

Name: shipkit-chat-preferred-model

Type: Local storage

Purpose: Your AI chat model preference, where AI chat is available

How long: Until you clear it

Name: vp-viewport-recorder

,
vp-viewport-recorder-log

Type: Local storage

Purpose: Optional display diagnostics, only if you turn them on from our developer diagnostics page; the log stays on your device

How long: Until you turn it off or clear it

Usage Measurement on Our Own Systems

We record events about how the Service is used on our own systems, as described in the [Privacy Policy](#). They are not sent to PostHog or other third parties. Your analytics choice controls our own usage measurement as well as PostHog, in one of two ways.

When analytics is allowed — you chose to allow it, or you are in a region where it is on unless you opt out and you have not refused — we store a random visit identifier in your browser, record the full set of usage events, and, if you are signed in, link them to your account.

Name: vp_analytics_session_id

,
vp_analytics_session_started

,
vp_analytics_session_last_activity

Type: Local storage

Purpose: A random visit identifier that groups the usage events we record on our own systems. Stored only when analytics is allowed

How long: A visit ends after 30 minutes of inactivity; values stay until you clear them or refuse analytics, which removes them

When analytics is not allowed — you refused, in any region, or you have not chosen yet and you are in the European Economic Area, the United Kingdom or Switzerland, or we cannot tell where you are — we use reduced measurement:

- nothing for measurement is stored in your browser. The visit identifier is kept only in the page's memory and a new one is used each time a page loads;
- usage events sent from your browser are not linked to your account, even if you are signed in;
- from your browser we send only page views; sponsor and school ad delivery (when an ad, video or event display is shown, played or tapped); donation page views and donation link taps; parent-ad inquiry steps; and records of contest features you use, such as entering a contest, joining a contest countdown, or viewing or copying a claim code. We do not record time spent on pages, searches, other clicks and navigation, or when a visit starts and ends.

Separately, our servers keep records of contest and notification features you use, such as a contest entry, a contest location check result, winning and claiming a prize, and opening a notification. These are kept whatever you choose, and linked to your account where the feature needs it, because they are needed to run the feature you used and to check that contests are run fairly.

Analytics (PostHog)

Name: PostHog cookie and local storage (names beginning ph_)

Type: Cookie and local storage

Purpose: Product analytics provided by PostHog

How long: Until you clear them or withdraw your choice, which removes them

PostHog is only loaded after you make a choice that allows analytics. Depending on your region, we either ask first or turn analytics on unless you opt out. When PostHog is on, its requests go through our own website address, automatic click tracking and session recording are off, identifying details are removed from page addresses, and signed-in users are identified only by a random account identifier. PostHog may also receive error reports to help us fix problems.

Third-Party Content

Venue pages may show an embedded Google map. When the map loads, Google may set or read its own cookies and receive information such as your IP address, under Google's own policies. Payment features provided by PayPal, where a school offers donations, may also use PayPal's cookies.

We do not use advertising cookies, and we do not use cookies to show you targeted advertising.

Your Choices

- **Cookie Preferences.** Use the Cookie Preferences control in the site footer or your settings to allow or refuse analytics, or to opt out of the sale or sharing of personal information where that applies. Your choice applies to PostHog and to our own usage measurement, takes effect straight away without reloading the page, and is remembered in this browser. Closing the cookie banner without choosing is not a choice to allow analytics.
- **Browser settings.** You can block or delete cookies and site data in your browser settings. If you block strictly necessary cookies, signing in and some features will not work.
- **Legal pages always work.** Our legal pages, including this one, are available whatever you choose.

Changes to This Policy

We may update this policy when the technologies we use change. Each version has a version number and effective date, and earlier versions remain available in our [legal center](#)

Contact Us

Questions about cookies or privacy: privacy@varsitypage.com

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