

COOKIE POLICY

Effective Date: 12/05/2025

Last Updated: 08/29/2026

This Cookie Policy (“Policy”) is issued by Restore MyoHealth LLC DBA Restore MyoHealth Myofunctional Therapy (“Company,” “we,” “us,” or “our”) and governs the use of cookies, pixels, local storage, and related tracking technologies on the website located at **www.restoremyohealth.com** (the “Site”). This Policy is binding upon all users who access or interact with the Site and is issued in accordance with applicable laws, including but not limited to the **General Data Protection Regulation (GDPR)**, the **California Consumer Privacy Act (CCPA)**, and the **ePrivacy Directive**.

By continuing to use the Site, you consent to the placement and retrieval of cookies on your device as described herein, unless you have modified your browser settings to reject them.

This page provides comprehensive information about our cookie policy: how we use cookies on our website to enhance your browsing experience, improve website performance, and deliver personalized content. Cookies are small text files that are stored on your device when you visit our site. They help us understand how visitors interact with our website, allowing us to offer a smoother and more efficient user experience. In the table below, you will find detailed information about each type of cookie we use, their purpose, and how long they remain on your device. We are committed to respecting your privacy and providing transparency about the data we collect through cookies. For more information on how we handle your personal data, please see our [Privacy Policy](#).

ESSENTIAL

Essential cookies enable basic functions and are necessary for the proper function of the website.

Name	Description	Duration
wpconsent_preferences	This cookie is used to store the user's cookie consent preferences.	30 days

STATISTICS

Statistics cookies collect information anonymously. This information helps us understand how visitors use our website.

Google Analytics

Google Analytics is a powerful tool that tracks and analyzes website traffic for informed marketing decisions.

[Learn more](#)

Name	Description	Duration
gac	Contains information related to marketing campaigns of the user. These are shared with Google AdWords / Google Ads when the Google Ads and Google Analytics accounts are linked together.	90 days
__utma	ID used to identify users and sessions	2 years after last activity
__utmt	Used to monitor number of Google Analytics server requests	10 minutes
__utmb	Used to distinguish new sessions and visits. This cookie is set when the GA.js javascript library is loaded and there is no existing __utmb cookie. The cookie is updated every time data is sent to the Google Analytics server.	30 minutes after last activity

__utmc	Used only with old Urchin versions of Google Analytics and not with GA.js. Was used to distinguish between new sessions and visits at the end of a session.	End of session (browser)
__utmz	Contains information about the traffic source or campaign that directed user to the website. The cookie is set when the GA.js javascript is loaded and updated when data is sent to the Google Analytics server	6 months after last activity
__utmv	Contains custom information set by the web developer via the _setCustomVar method in Google Analytics. This cookie is updated every time new data is sent to the Google Analytics server.	2 years after last activity
__utmx	Used to determine whether a user is included in an A / B or Multivariate test.	18 months
_ga	ID used to identify users	2 years
_gali	Used by Google Analytics to determine which links on a page are being clicked	30 seconds
ga	ID used to identify users	2 years

_gid	ID used to identify users for 24 hours after last activity	24 hours
_gat	Used to monitor number of Google Analytics server requests when using Google Tag Manager	1 minute

Jetpack Stats

Jetpack's built-in visitor analytics. It records page views, referring sites, search terms, and outbound link clicks, and also carries the shared visitor-tracking library used by Jetpack Instant Search and WooCommerce Analytics.

[Learn more](#)

Name	Description	Duration
tk_ai	Stores a randomly-generated anonymous visitor ID so Jetpack's Tracks analytics library can link tracking events to the same visitor.	Session in wp-admin; up to 5 years on the frontend
tk_qs	Queues analytics events for Jetpack's Tracks library so none are lost if the page closes before they can be sent.	30 minutes
tk_tc	Used once per page load to work out which cookie domain the Tracks library	Session (deleted immediately after use)

	should use, then removed as soon as it's read back.	
tk_aip	Stores a list of anonymous visitor IDs so they can be merged into one identity once a visitor is recognized.	Up to 5 years

I. PURPOSE AND NATURE OF COOKIES

1.1 What Are Cookies.

Cookies are small text files stored on your browser or device when you visit a website. They enable the Site to remember your preferences, recognize your return visits, optimize functionality, and deliver a personalized browsing experience.

Cookies used on this Site may include:

- **Session Cookies**, which expire when you close your browser
- **Persistent Cookies**, which remain on your device until deleted or expired manually

Cookies **cannot execute programs**, access files on your computer, or deliver viruses. Only the originating server can read the contents of a given cookie.

II. PURPOSES FOR WHICH WE USE COOKIES

We utilize cookies for the following legitimate and operational business purposes:

1. User Experience Customization

- Remember login credentials, form inputs, and session states
- Maintain cart contents during checkout (if applicable)
- Retain user interface settings (e.g., region, currency, language)

2. Website Functionality

- Ensure secure login
- Enable proper page rendering and responsiveness (e.g., WordPress)
- Authenticate user sessions and account access

3. Performance Analytics

- Monitor traffic trends and page behavior
- Collect anonymized usage statistics via third-party tools (e.g., Google Analytics, Jetpack)
- Improve content layout and feature usage

4. Scheduling Tools

- Enable access to scheduler from website (e.g., 17Hats)

5. Marketing & Retargeting

- Track ad performance and referral paths
- Deliver personalized advertisements across platforms
- Support affiliate tracking and conversion metrics

6. Legal Compliance & Fraud Prevention

- Monitor for bot activity or misuse (e.g., Wordfence, Jetpack)
- Comply with digital marketing consent regulations (e.g., WordPress)

III. CATEGORIES OF COOKIES WE USE

The Site may deploy the following categories of cookies:

- **Strictly Necessary Cookies** – Required for core functionality (e.g., page navigation, secure login)
- **Performance Cookies** – Gather aggregated usage data to improve platform performance

- **Functional Cookies** – Enable enhanced features (e.g., remembering choices, local settings)
- **Advertising & Targeting Cookies** – Used to deliver ads based on user behavior or interests
- **Third-Party Cookies** – Set by external services (e.g., payment gateways, embedded social feeds, scheduling tools)

A list of specific third-party cookie providers is available upon request or may be included in your Privacy Policy.

IV. YOUR CHOICES AND COOKIE CONTROL

4.1 Consent and Control.

Upon first access, users may be presented with a **cookie banner or pop-up** enabling them to accept, reject, or customize cookie preferences.

Users retain the right to modify cookie permissions at any time through:

- Browser settings (e.g., blocking cookies, deleting stored cookies)
- Device-level cookie managers
- External opt-out portals (see resources below)

4.2 External Tools for Cookie Management.

- www.allaboutcookies.org
- www.youronlinechoices.com
- Browser-specific settings (e.g., Chrome, Safari, Firefox, Edge)

Please note that **disabling essential cookies may impair** the functionality, availability, or user experience of the Site.

V. RELATION TO OUR PRIVACY POLICY

This Cookie Policy is incorporated by reference into our full [Privacy Policy](#), which governs:

- How we collect, store, and use personal data via cookies
- Your rights under GDPR, CCPA, and other applicable laws
- How to submit a request to access, delete, or correct your cookie-linked data

We may disclose cookie-derived personal data:

- In response to lawful requests from authorities
- To protect our legal rights or comply with a judicial proceeding
- In emergency situations to protect the safety of users or the public

VI. UPDATES AND MODIFICATIONS TO THIS POLICY

We reserve the right to modify or update this Policy at any time, without prior notice, to reflect changes in technology, regulatory obligations, or business practices.

Any material changes will be reflected in the “Last Updated” date above. Your continued use of the Site after such updates shall constitute binding acceptance.

VII. CONTACT INFORMATION

If you have questions, requests, or feedback related to cookie usage or consent preferences, please contact:

Company Name: Restore MyoHealth LLC

Email: restoremyohealth@gmail.com

Mailing Address: 9905 N Wayne Ave Kansas City MO 64155

We will respond to inquiries within the time frames required by applicable data protection laws.
