Taproot

Taproot Cookie Notice

Version 3
Effective November 13, 2026

Summary of changes: Replaces the earlier version with the approved November 2026 text, rewritten in plain language.

Taproot uses cookies and similar browser storage to operate and secure the service, and to count visits to published sites for their owners. A cookie is a small value a website asks a browser to retain and send with later requests. This notice lists every cookie Taproot sets and the other browser storage it uses. How the measurement data is used and kept is in the Privacy Notice .

Cookies we set

Strictly necessary — Taproot app (app.taproot.io and *.taproot.io)

These are set for the taproot.io domain, so your browser sends them to every address under taproot.io , including Taproot's documentation and its own sites such as www.taproot.io . They are HttpOnly, Secure, SameSite=Lax cookies. Sites that creators publish on ontaproot.io are a separate domain and do not receive them.

Strictly necessary — published creator sites

When you sign in on a published creator site (to comment, follow, or access member content), that site sets its own site-scoped session cookies:

These are scoped to the individual site's domain only. On a site that is served from a taproot.io address, if you are already signed in to Taproot, the site may set these cookies when a page loads, using your Taproot sign-in, without asking you to sign in again. Visitors who are not signed in to Taproot or to the site receive none of these cookies. A published site can still set the analytics cookies listed under Analytics below.

Strictly necessary — private staging and preview

When a signed-in collaborator opens a site's private staging address or a page preview, Taproot sets __Host-taproot_staging_preview (5 minutes) or __Host-taproot_authoring_preview (1 hour) on that staging host to authorize the preview. They are Secure, HttpOnly, SameSite=Lax cookies, and are never set for readers of a published site.

Payment cookies (Stripe)

Checkout and payment-method pages on app.taproot.io load Stripe's payment component, and Stripe sets its own cookies (for example __stripe_mid and __stripe_sid) for fraud prevention and payment security. Their names and lifetimes are Stripe's; see Stripe's cookie policy . Stripe's component loads only on checkout and billing surfaces, never on published creator sites.

Referral attribution

This cookie is set only when you arrive through an affiliate link, only on app.taproot.io , and is used only for referral crediting and fraud prevention — not for advertising.

Analytics on published sites

Taproot measures visits to published sites for each site's owner. This is part of the service, and it is first-

party: Taproot does not use third-party analytics scripts or pixels. Most of the measurement happens on the server and uses no cookie. It includes page path, the previous page of the same site, referrer domain, country and region, device, browser and operating system family, and language. To count daily traffic Taproot derives an internal identifier from request data that changes every day (UTC), and to estimate how many different people read a site over a week or month it derives a second identifier that is specific to one site and changes at the start of each calendar month. Neither identifier is stored in your browser. Neither is combined with another site's data or with any account. Server and edge logs may also process request information for security and reliability. The Privacy Notice describes this data and how long it is kept.

Published Grow and Scale sites also use the following cookies and script.

The visit cookie. Taproot sets one short-lived first-party cookie, taproot-visit , on published sites. It lasts 30 minutes after your last page view, holds no persistent identifier, and records which link brought you, the page you started on and how many pages you have read in this visit, so site owners can see what leads readers deeper. Taproot stops using it at midnight (UTC), so a visit never spans two days. It is set on this site only, is Secure, HttpOnly, and SameSite=Lax, and is used only to count visits on that site: Taproot does not use it across sites or tie it to an account, a member, or an email address.

Asking first. A site's owner can turn on a prompt that asks readers before the visit cookie is set and before the script reports. If you decline, the page view is still counted in the site's totals, together with the daily and monthly identifiers, which are not stored in your browser. The prompt is off by default. Where it is off, taproot-visit is set without asking. Where it is on, the prompt reads “This site would like to use one short-lived cookie to count visits. It holds no identifier. Clearing this site's data in your browser resets your choice.” with the buttons “No thanks” and “Accept”. Your choice is remembered in one first-party cookie, __Host-taproot-analytics-consent , which holds 1 (accepted) or 0 (declined) and nothing else. It lasts up to 180 days (7 days in Safari, which limits cookies written by a page's script) and applies to that site only. On a site that asks first, the visit cookie is set, and the script below reports, only after you accept.

The script. Pages include a small first-party script that reports how long a page was open and how far it was read, and which external link or button was clicked (the destination site, the link label the site owner added to it, or the button text only). It stores nothing on your device, it is not sent when your browser sends the Global Privacy Control signal, a measurement from a browser that opted out is discarded without being stored, and where a site asks before counting visits it is sent only if you accept. The report goes to the site's own address and holds no visitor identifier. Our edge provider keeps it for up to three months. A site owner can register link labels, short identifiers they put in their own links; when a visit arrives through a link carrying a registered label, the label is stored with the page view. Any other value is discarded.

Global Privacy Control. Taproot honors the Global Privacy Control signal by leaving the visit cookie, the monthly identifier and the script out for that request. The page view itself is still counted in the site's totals, without those, and the prompt is not shown. The daily identifier is still used for the page view. Declining the prompt does not hold back the daily or monthly identifiers, which are not stored in your browser; see “Asking first”.

Opt-out. A site's owner can keep their own browser out of the count. The Analytics page links to /.taproot/analytics/opt-out on the site, which sets taproot-analytics-opt-out=1 for one year on that site's host only (Secure , HttpOnly , SameSite=Lax). It holds no identifier, is never read to recognize anyone, and only stops that browser's visits from being counted; /.taproot/analytics/opt-in removes it. It is not an analytics or tracking cookie.

Optional advertising or personalization — none

Taproot does not use advertising or cross-site tracking cookies. If optional cookies or comparable storage for advertising or personalization are ever introduced, Taproot will update this notice first.

Other browser storage

Taproot uses browser localStorage and sessionStorage for conveniences that are not tracking:

- on the app: your light/dark theme choice, editor preferences (such as locked color settings), a note that coordinates session renewal across your open tabs, the list of site deletions in progress, the details of a site you are setting up or a purchase in progress (site name, address, custom domain, and a purchase reference) and a marker that blocks a second purchase while the result of the first is unknown, a random key that makes a licence change safe to retry, and where you were in the Pages list;
- on published sites: your light/dark theme choice, a flag that remembers whether you have a session so pages load faster, and, while a sign-in is in progress, the security values that protect the sign-in redirect, where you were on the page, a follow action waiting for you to finish signing in, and a marker that stops a moderation link from sending you to sign in repeatedly;
- on private staging review pages: whether you dismissed the review banner.

Preference values stay in your browser. Values kept for one tab (sessionStorage) clear when the tab closes or the flow finishes. The details of a site you are setting up and the marker for an unresolved purchase are kept in localStorage , so they stay on your device until the setup or purchase finishes or you clear this site's data. Sign-in and purchase values are sent to Taproot only to complete the sign-in or purchase. None of this storage is used for advertising, and none of it is shared with third parties.

Creator sites and third parties

Creator-authored content may link to third-party services with their own storage practices, and creator sites may have independent legal duties. Taproot's own published-site templates load no third-party scripts. A site's map page requests map tiles from OpenFreeMap when you open that page, which gives OpenFreeMap your IP address. A creator can add a YouTube or Vimeo video; the provider's player is loaded only after you press play and may set its own cookies. A creator can also install an integration, which may load that integration's own scripts on the creator's site.

Controls

Browsers can block or delete cookies, although strictly necessary features may then fail (you cannot stay signed in without session cookies). You can decline the visit cookie by choosing “No thanks” where a site asks, or by sending the Global Privacy Control signal. Where a site's owner turns on the prompt, it asks before the visit cookie is set; on a site that does not ask, the cookie is set without a prompt, and you can avoid it by blocking cookies for that site.

Questions: privacy@taproot.io .