



### **What are cookies and what do they do?**

Cookies are text files that are placed on websites on the internet. Each cookie includes the name of the website and a unique ID. We use cookies on this website

Cookies track things like how long a visitor spends on our website and what visitors do on our website (which pages they visit and which buttons they click on, for example). Cookies collect this information and share it with us, the website owner.

Cookies help us understand who uses our website and how we can improve it. For instance, we can understand which pages of our website are most popular with certain kinds of visitors. This allows us to understand what visitors like about our website and how we can make it more attractive for other visitors.

### **How do we use cookies?**

As we set out above, we use cookies on the Simple Pay Website. Cookies help us to understand how our users interact with both tools we have.

Most of the cookies we use on our website are 'persistent' cookies. This means that they remain on your device until you erase them or they expire. The rest of these cookies are 'session' based which are more temporary in duration. This means they will be erased when you close your internet browser.

We use the following types of cookies:

#### **Session Cookies**

Necessary cookies are placed on our website by default. You can turn off these cookies on your device if you don't want us to use necessary cookies but it might impact your ability to browse our website. We need session cookies to help us to keep track of user activity during their visit to a website. These cookies are used to store temporary information about user preferences, login sessions, and other data relevant to a specific activity on the website. Session cookies are automatically deleted once the user closes the browser or logs out of the website. In summary, session cookies are used to provide a personalized user experience and improve the functionality of the website. They are simple text files that websites use to store temporary information on a visitor's device. These cookies have a limited duration and are automatically deleted once the user closes the browser or logs out of the website. Session cookies are commonly used to keep track of a user's login and preferences during their visit to a website.

#### **Preference cookies**

They are a type of cookie used to temporarily store a user's preferences while browsing a website. These cookies are used to personalize the user experience, such as remembering the preferred language choice or font size used. Preference cookies are automatically deleted once the user closes the browser or session on the website. It is important to note that these cookies are used to improve usability and offer a more personalized experience on the website. In general, preference cookies allow websites to remember user preferences by providing an adjustable menu or remembering a previous choice.

### **What cookies do we use?**

These are some of the cookies that we use on our website and the purposes for which we use them:

#### **IP\_JAR**

The "IP\_JAR" is a cookie used by Google to collect website statistics and track conversion rates. This cookie is commonly used by websites that use Google services, such as Google Analytics or Google AdWords.

#### **User\_ID**



It is used to store unique identification information about a particular user and their preferences when accessing from the browser.

**Mailpoet\_page\_view**

It is used by the WordPress plugin called MailPoet. MailPoet is a popular tool for creating and managing email newsletters on WordPress.

**Google Ads**

A cookie that shows us how effective our Simple Pay Wallet ad campaigns are by tracking how many users click through to our website from a particular ad, and the demographic of those users.

**Google Analytics**

Allows us to see how many users are on the Simple Pay Wallet website, which pages they are visiting and track how many visitors joined Simple Pay Wallet.

**Can I change my preferences?**

**Yes.** You can manage your cookies preferences by visiting this page. You can also manage your cookie preferences through our pop-up cookie banner that appears when you first visit the website.

You can also manage your preferences by changing your browser settings on your device to refuse the use of all or some cookies. However, if you block all cookies (including necessary cookies), you may not be able to use all or some parts of our website. You may also find that you are shown information on our website that is less interesting to you.

Please note, other organizations, such as advertising networks, may also use cookies to track you across different websites. We have no control over these cookies.

**We'll let you know if we change what cookies we use**

If we change the cookies we use, we will update this Cookies Policy. You can always find the latest version of this Policy on our website.