

## What are cookies and what do they do?

Cookies are small text files that are placed on your device when you visit websites on the internet. Each cookie includes the name of the website and a unique ID. We use cookies and similar tools on this website.

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

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

### How do we use cookies?

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

We have set out the different categories of cookies we use below.

#### ***Necessary cookies***

Necessary cookies are placed on our website by default. We require necessary cookies to help us operate our website properly, and to help us detect and resolve any problems. For example, we use a cookie that tells us how busy the server is based on the number of visitors and that tells us if any users experience problems so that we can resolve the problems as soon as possible.

In addition, we may use a cookie that tracks your cookie privacy preferences. This ensures that we do not place analytics, preferences and / or advertising cookies if you choose to opt-out. This particular type of cookie will remain on your device even after you've stopped browsing the website so we can ensure we comply with our legal and regulatory obligations.

We do not require your consent to use necessary cookies, and they cannot be turned off through our cookie management tools.

#### ***Preferences cookies***

We also use preferences cookies to remember your choices and settings while you are browsing our website, its pages, links and subdomains. For example, we will remember your country and preferred language so that you see content which is relevant to you in your language.

#### ***Analytics cookies***

These allow us to recognize and count the number of visitors to our website, and see how visitors browse our website so we can understand how our website content is performing and improve it where necessary.

### **Advertising cookies**

Advertising cookies allow us and our third-party partners to build a profile about you so we can provide more relevant, targeted advertisements across the internet. For example, we may track your browsing activity across different sites to understand your interests. We may share this information with other organizations, such as Meta and Google, for marketing and cross-context behavioral advertising purposes. Under certain U.S. state privacy laws, the use of these cookies may be considered the “sale” or “sharing” of personal information, or processing for “targeted advertising,” from which you have the right to opt-out as set forth in our [Customer Privacy Policy](#).

### What third party cookies do we use?

The following are the third-party advertising and analytics cookies we use on our website and the purposes for which we use them:

<b>Cookie name</b>	<b>Purpose</b>
Google Ads	A cookie that shows us how effective our Revolut 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 Revolut website, which pages they are visiting and track how many visitors joined Revolut.
TV Squared Pixels	Tell us the number of visitors who come to our website when we run TV advertising campaigns so that we can measure the effectiveness of these campaigns.
AppsFlyer	Allows us to generate personalized links to help us understand which advertisements users clicked on prior to joining Revolut.
Microsoft Ads Pixel	This is used by Revolut to help determine which of our products, services, and offers may be relevant to you based on your browsing history, as well as to tailor and measure the effectiveness of our ads on Bing.

Cookie name	Purpose
Reddit Pixel	This is used by Revolut to measure, optimize, and build audiences for advertising campaigns served on Reddit.
Tiktok Pixel	This is used by Revolut to measure, optimize and build audiences for advertising campaigns served on Tiktok.
Meta Pixel	This is used by Revolut to measure, optimize and build audiences for advertising campaigns served on Meta platforms.
X (formerly Twitter) Pixel	This is used by Revolut to measure, optimize and build audiences for advertising campaigns served on X.
LinkedIn Insights Tag	This is used by Revolut to measure, optimize and build audiences for advertising campaigns served on LinkedIn.
Vimeo	If you watch a video embedded on our website using Vimeo, please note that Vimeo may use third-party analytics and advertising cookies depending on your selected cookie preferences on our website. You can find out more about the cookies Vimeo uses <a href="#">here</a> .

## Can I change my preferences or opt-out?

Yes. In the U.S., you have the right to opt-out of the “sale” or “sharing” of your personal information, and opt-out of targeted advertising via cookies.

You can exercise your right to opt-out and manage your cookies preferences at any time by (1) clicking the “[Do Not Sell or Share My Personal Information](#)” link located in the footer of our website, (2) by visiting this [Cookie Settings page](#), or 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, please note that if you block all cookies (including necessary cookies), you may not be able to access or 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 that other organizations, such as third-party advertising networks, may also use cookies to track your activities across different websites over time. We do not

have direct control over these third-party cookies.

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

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