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 and similar tools 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?

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 have set out the different types of cookies we use below.

Necessary cookies
Necessary cookies are placed on our website by default. We need necessary cookies to help us to run our website, and to help us detect any problems with it. 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 also use a cookie that tracks your cookie privacy preferences so that we do not place analytics, preferences and / or advertising cookies, which we'll talk about below, if you don't want us to. This particular type of cookie will remain on your device even after you've stopped browsing the website so we can make sure we comply with our legal and regulatory obligations.
We do not need your consent to use necessary cookies.

Preferences cookies

We also use preferences cookies to remember our users while they 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 and in your language.

Analytics cookies
These allow us to recognise 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 to build a profile about you so we can provide more relevant ads. For example, we may track your browsing activity across different sites to understand your interests. We may share this information with other organisations, such as Meta and Google, for the same purpose.

What third party cookies do we use?

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

Cookie name	Purpose
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 personalised links to help us understand the advertisements users have clicked on before joining Revolut.

Cookie name	Purpose
Microsoft Ads Pixel	This is used by Revolut to help us decide which of our products, services and offers may be relevant for you based on your browsing history, as well as to tailor and measure how effective our ads on Bing are.
Reddit Pixel	This is used by Revolut to measure, optimise and build audiences for advertising campaigns served on Reddit.
Tiktok Pixel	This is used by Revolut to measure, optimise and build audiences for advertising campaigns served on Tiktok.
Meta Pixel	This is used by Revolut to measure, optimise and build audiences for advertising campaigns served on Meta platforms.
X (formerly Twitter) Pixel	This is used by Revolut to measure, optimise and build audiences for advertising campaigns served on X (formerly Twitter).
LinkedIn Insights Tag	This is used by Revolut to measure, optimise and build audiences for advertising campaigns served on LinkedIn.
Vimeo	If you watch a video which has been embedded on our website using Vimeo, please note that Vimeo may use third-party analytics and advertising cookies depending on whether or not you have consented to cookies on our website. You can find out more about the cookies Vimeo uses here.
Leaderfeeder	Used on our Business website to identify businesses that visit us so we can understand which companies are interested in our products and improve how we reach them. To do this, it processes your IP address and matches it to publicly available company information. It only runs if you accept analytics cookies and we do

Cookie name	Purpose
	not use it to identify individual people. If an IP address cannot be matched to a business, it is dropped and not retained.

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 organisations, 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 always can find the latest version of this Policy on our website.