How Revolut uses data for advertising on third party sites

This notice applies to our use of tracking technologies on the Revolut app (the "**App**") in relation to personalised advertising on third party websites and apps. You can access and change your preferences at any time through your in-app privacy settings. If you would like more information about how we process personal data in connection with tracking technologies, please see our Customer Privacy Notice.

This notice does not apply to the Lifestyle:

- ads you see in the App; or

- notifications you receive.

You will be asked separately if you wish to opt in to receive tailored Lifestyle section ads and notifications. For more information, click here.

What are tracking technologies?

Revolut Securities Europe UAB (also referred to as "Revolut", "we" or "us") uses tracking technologies similar to cookies on our App. For example, we use software development kits (usually referred to as SDKs) which are sets of tools coded into our App, and server-to-server integrations to the extent they share device information, both of which serve a similar purpose to cookies.

Data we collect and use:

We collect the following information about your device:

Unique device identifiers:
Note: our ability to use the unique device identifiers described in this section for the purposes set out in this notice may also be affected by other operating system consent preferences that you set when you first configured your device and/or first used or installed this App.

Identifiers which are generated on, and which are unique to, your device (for example, for Android users the Google Advertising ID (GAID) and OAID; for Apple users, the ID

for Advertisers (IDFA) and ID for Vendors (IDFV)).
IMEI (International Mobile Equipment Identity): this is a unique 15-digit serial number for identifying your device.

Device information:

Device information: device model, information about the operating system and its version, mobile operator and network information, device storage information, device language, user agent.
Location information: IP address, time zone, or information about your mobile service provider.

App events:

To achieve our goals, we need to understand how you use the App. This means that we collect and analyse information about how you use the App. We call these 'app events'. We also share a limited number of app events with third parties to help us achieve these purposes. This is a list of your app events we may share:

- when you install the Revolut app;

- when you sign up or create a Revolut account;

- when you top up your Revolut account for the first time;

- when you start or complete a top-up for your Revolut account;

- when you make an outbound transaction using your Revolut account for the first time;

- when you pass our 'Know Your Customer' checks;

- when you change your Revolut subscription plan; and/or

- when you first use selected Revolut products or functionality (for example, payments, Crypto, Wealth & Trading, salary bundle).

We may combine these app events with, or use these app events to infer, other attributes relating to you in order to achieve our purposes. For more information see our Customer Privacy Notice.

We may also collect further app events in connection with our own internal analytics tracking technologies, but which we do not share with third parties.

How we use this information:

We process this information to help us to:

- exclude you from seeing our ads on third party apps and websites if we think you won't be interested in Revolut;

- target you with more relevant offers about Revolut;

- find users similar to you who might be interested in Revolut and target them with offers; and

- to measure the effectiveness of Revolut advertising.

How we share this information:

We work with third parties and the data collected through the tracking technologies may be shared with these third parties. You can find a full list of our partners here. You should review the privacy and cookie policies of these services to find out how these third parties use tracking technologies and whether your device information will be transferred to a third country:

- AppsFlyer

- Firebase

- Google

- Meta group of companies (Facebook, Instagram, Whatsapp)

- Apple Search Ads (for iOS users only)

- TikTok

- Twitter

- Moloco

- AppLovin

- Microsoft

- Innovid

- Taboola

- Outbrain

- Vungle

- Digital Turbine

- Amazon

- Liftoff

- [Impact](#)

Manage your settings / Contact us

You may adjust your preferences at any time through your in-app privacy settings. If you have questions about this notice or wish to contact us for any reason in relation to our tracking technology use, please contact us at dpo@revolut.com.