

Cookies Policy

Effective date: June 29th, 2026

Last updated: July 26, 2026

This Cookies Policy explains how Wallet Inc. ("Wallet", "we", "us") uses cookies and similar technologies on our public websites (the "Wallet Websites"). Read it together with our Privacy Policy. The Wallet Websites are a subset of the "Wallet Properties" defined in our Privacy Policy; this Cookies Policy addresses only the public websites, not the wallet product itself.

What cookies are

Cookies are small files placed on your device when you visit a website. "Session" cookies are deleted when you close your browser; "persistent" cookies remain until they expire or you delete them. We also use similar technologies such as pixels and tags.

Categories of cookies and technologies we use

- Essential. Required to operate the site and provide security; the site cannot function properly without them.
- Functional. Remember your preferences and settings to improve your experience.
- Analytics and marketing measurement. We use Google Analytics 4 (GA4), including server-side events sent through Google's Measurement Protocol (for example, account signups, subscription upgrades and downgrades, payments, and cancellations), to understand how visitors use the Wallet Websites and to measure marketing performance, including customer lifetime value and return on ad spend. On our marketing websites, our GA4 accounts are linked to our Google Ads accounts, and we associate these events with the advertising campaign a visitor came from to measure and optimize our advertising; that is an advertising use of your information, and you can opt out (see "Your choices"). For this conversion matching we may send Google hashed identifiers (such as a hashed form of your email address or phone number) and coarse location (such as city, region, and postal code). The separate GA4 property used inside the wallet product is not linked to any advertising account and is not used for advertising. See <https://policies.google.com/privacy>.
- Advertising. We use Google Ads, the Meta (Facebook/Instagram) pixel, and the LinkedIn pixel to promote and measure our marketing. To do this, limited website-visitor information may be shared with those platforms for cross-context behavioral advertising. You can opt out; see "Your choices."

We do not sell personal information. Our advertising technologies on our marketing websites (Google Ads, our Google Analytics-to-Google Ads conversion and return-on-ad-spend measurement, and the Meta and LinkedIn pixels) may involve "sharing" website-visitor and customer information for cross-context behavioral advertising as that term is defined under California law, and you can opt out as described in "Your choices" and in the CCPA / CPRA section of our Privacy Policy. Wallet does not serve ads to Guests inside the wallet product, and Wallet does not use the wallet product's Guest data for its own advertising.

Merchant analytics inside a wallet. A Merchant may add its own analytics (for example, its own Google Analytics tag) to its wallet to understand how its Guests use it. Where a Merchant does so, its analytics provider receives the Guest's in-wallet activity under the Merchant's own account and configuration, the Merchant is the controller of that data, and the Merchant's own privacy notice and choices apply. Wallet does not control a Merchant's analytics configuration.

Platform privacy notices and opt-outs

You can review each advertising platform's privacy notice and opt-out here:

- Google Ads / Google: <https://policies.google.com/privacy> and <https://adssettings.google.com>
- Meta (Facebook/Instagram): <https://www.facebook.com/privacy/policy> and <https://www.facebook.com/adpreferences>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy> and <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

You can also use the industry opt-out tools at <https://optout.aboutads.info> (DAA / YourAdChoices) and <https://optout.networkadvertising.org> (NAI).

Your choices

We do not currently operate a cookie consent banner, so the cookies and pixels described in this policy load when you visit our US websites; you do not opt in first. You can opt out of the sharing of your information for advertising at any time by emailing privacy@wallet.inc, and we will honor your request by suppressing advertising sharing associated with you going forward. We are deploying a "Do Not Sell or Share My Personal Information" / "Your Privacy Choices" control and automatic Global Privacy Control (GPC) support across our websites, and until that is live the email opt-out above and your browser controls are the available mechanisms. Analytics is handled by our service provider and is not sold or shared.

You can manage client-side cookies through your browser settings; if you block essential cookies, parts of the site may not work. Browser cookie settings do not affect server-side analytics events sent through Google's Measurement Protocol.

Minors

Our websites are directed to businesses and adults, not to children. We do not knowingly collect the personal information of children under 13, and we do not sell or share the personal information of consumers we know to be under 16 without opt-in consent as required by California law. See the children's-privacy section of our Privacy Policy.

More information

For how we use personal data generally, see our Privacy Policy.

Contact

Questions about this Cookies Policy: privacy@wallet.inc. Wallet Inc., 275 E. Hillcrest Dr. #160-21, Thousand Oaks, CA 91360.