

# Cookie Policy

**MyLittlePrice LLP**

**Effective Date:** 07.11.2025

## 1. Introduction

This Cookie Policy explains how **MyLittlePrice LLP** (“**MyLittlePrice**”, “**we**”, “**us**”, “**our**”) uses cookies and similar technologies (collectively, “**cookies**”) on our websites, apps, and services (the “**Services**”). It should be read together with our **Privacy Policy** and **Terms of Use**.

We use cookies to operate the Services, remember your preferences, measure performance, personalise and measure advertising, prevent fraud, and support payments. Where required by law, we will request your consent before setting non-essential cookies.

### **Provider details:**

MyLittlePrice LLP (Company No. **OC458629**)

Registered office: **128 City Road, London, United Kingdom, EC1V 2NX**

Contact: **support@mylittleprice.com**

## 2. What are cookies and similar technologies?

- **Cookies** are small text files stored on your device by your browser.
- **SDKs / local storage / session storage** store data in your app or browser similar to cookies.
- **Pixels / tags / scripts** load from our site or third parties to enable analytics, ads, and security.

We refer to all of the above as “cookies”.

## 3. Legal bases & scope

- In the **UK/EEA/Switzerland**, we only set **non-essential** cookies (e.g., analytics, advertising, personalisation) with your **consent** (UK PECR / EU ePrivacy). **Strictly necessary** cookies do **not** require consent.
- In certain regions (e.g., US states with opt-out laws), we respect applicable **opt-out** signals and provide “Do Not Sell/Share” style controls where relevant.
- We honour **Global Privacy Control (GPC)** where feasible.

## 4. Types of cookies we use

### **A. Strictly Necessary (Essential)**

Purpose: security, load balancing, user login, subscription access (PRO), shopping/checkout flows for advertisers, consent storage, and fraud prevention.

Consent: **Not required**.

Examples: session ID, CSRF token, consent record, payment verification.

## **B. Preferences (Functionality)**

Purpose: remember settings (language, region/currency, accessibility), saved searches.

Consent: **Required** in UK/EEA/CH.

## **C. Performance (Analytics & Measurement)**

Purpose: measure usage, diagnose issues, improve features (e.g., Google Analytics with IP masking).

Consent: **Required** in UK/EEA/CH.

## **D. Advertising & Marketing**

Purpose: deliver, cap frequency, personalise, and measure ads; attribute conversions; detect invalid traffic.

Consent: **Required** in UK/EEA/CH. We label paid placements as “**Sponsored**”.

## **E. Social media / Embedded content (if used)**

Purpose: share buttons, embeds (e.g., YouTube), which may set their own cookies.

Consent: **Required** in UK/EEA/CH.

# **5. Third-party cookies & partners**

We may use trusted partners to provide analytics, advertising, anti-fraud, and payments.

These partners may set cookies and receive limited data from your browser or device. Where required, such partners will only be activated **after you consent** via our banner/preferences.

### **Illustrative partners (may vary by region):**

- **Analytics:** Google Analytics (with IP anonymisation), internal event analytics.
- **Advertising:** Google Ads / AdSense / Ad Manager (contextual and, if consented, personalised ads), measurement partners, brand-safety and invalid-traffic filters.
- **Payments / Billing:** payment processors and anti-fraud tools used for advertiser campaigns and PRO subscriptions.
- **A/B testing / Performance:** optimisation scripts to improve UX (if used).

A **current list of partners and purposes** (with cookie names and lifetimes) is kept updated in the **Cookie Table** inside the preference center and below (Section 11). Partner participation may change; material changes will trigger re-consent where required.

# **6. Consent management (banner & preference center)**

On your first visit (and periodically thereafter), we display a **cookie banner** allowing you to:

- **Accept all, Reject non-essential,** or **Manage settings** by category/purpose;
- Read this Cookie Policy;
- Reopen the **preference center** anytime via the “Manage Cookies” footer link;
- Withdraw or change consent at any time (changes apply going forward).

We maintain a **consent record** (timestamp, purposes, region, version of partners/purposes). If the set of partners/purposes changes materially, we will ask you to review your choices again.

### Banner copy (example, short):

We use cookies to operate the site, improve performance, and (with your consent) personalise ads. Click **Accept all** to consent, **Reject non-essential**, or **Manage settings** to choose. See our **Cookie Policy** for details.

## 7. How to control cookies

- **Preference Center:** Use **Manage Cookies** (footer) to change settings anytime.
- **Browser settings:** Most browsers let you block or delete cookies. Blocking essential cookies may break site functionality.
- **Ads settings:** For Google ads personalisation, visit your **Google Ads Settings**; broader industry opt-outs (where available) are provided in the preference center.
- **Global Privacy Control (GPC):** If your browser sends a GPC signal, we treat it as an opt-out for applicable regions/purposes.

## 8. Retention

- **Session cookies** expire when you close your browser/app.
- **Persistent cookies** generally last **1–24 months** unless you clear them earlier; some ad-measurement cookies may refresh upon consent.
- **Payment/anti-fraud** cookies can persist as required to prevent abuse and comply with legal obligations.
- We routinely review lifetimes to apply the **shortest practical durations**.

## 9. Children

Our Services are not intended for children under 13, and we do not knowingly set advertising personalisation for users we identify as under the applicable age of digital consent.

## 10. International transfers

Partners may process data in or from countries outside the UK/EEA/CH. Where this occurs, we rely on appropriate safeguards (e.g., Standard Contractual Clauses and UK Addendum) and partner security measures. See our Privacy Policy for details.

## 11. Cookie table (examples & placeholders)

Your live site should display an **auto-generated table** (from your CMP) that updates dynamically. Below is a **template** you can publish now and keep updated.

Category	Cookie / Storage	Provider	Purpose	Typical Duration
Strictly Necessary	<code>__cf_bm</code> / <code>__cfuid</code> (if using Cloudflare)	Cloudflare	Bot management	30 min – 24 h

Category	Cookie / Storage	Provider	Purpose	Typical Duration
Strictly Necessary	mylp_session, csrf_token	MyLittlePrice	t & anti-abuse Login, session integrity, CSRF	Session – 24 h
Strictly Necessary	__stripe_mid / __stripe_sid(example)	Payment Processor	Fraud prevention, payment flow	30 min – 1 yr
Preferences	locale, currency, saved_filters (local storage)	MyLittlePrice	Remember settings & saved searches	6–12 mo
Performance	_ga, _ga_* (with IP anonymisation)	Google Analytics	Usage analytics, performance	13 mo (EEA)
Advertising	IDF, ANID, NID, __gads, __gpi	Google Ads/AdSense/Ad Manager	Ad delivery, frequency capping, measurement	3–13 mo
Advertising	CONSENT, SOCS	Google	Stores ad consent choices	13–24 mo
Measurement	cid, sid (first-party)	MyLittlePrice	Campaign attribution (non-personal if opted out)	3–6 mo

**Note:** Names/lifetimes vary by region and partner settings. Your CMP should manage accurate display per user region.

## 12. Similar technologies we use

- **Local/session storage:** for faster load and preference caching (non-essential unless strictly necessary for core function).
- **SDKs (apps):** app analytics, crash reporting, ads measurement. These follow the same consent rules where applicable.
- **Server-side logs:** security and fraud prevention (not cookie-based; retained per our security policy).

## 13. Advertising & sponsored content

If you consent to advertising cookies, we may use them to:

- deliver and measure ads;
- apply frequency caps;
- personalise ads (where permitted and consented);
- detect invalid traffic.

Sponsored results are clearly labelled “**Sponsored.**” See our **Advertiser & Seller Advertising Policy** for ad standards.

## 14. Updates to this Cookie Policy

We may update this Policy periodically. Changes will appear here with a new **Effective Date**. If changes are material (e.g., new categories or partners), we will seek renewed consent where required and show an in-product notice.

## 15. Contact us

Questions about cookies or consent?

**support@mylittleprice.com**

Postal: **MyLittlePrice LLP, 128 City Road, London, United Kingdom, EC1V 2NX**

---