COOKIE & TRACKING

Last Updated: December 17, 2025

This Policy explains how **PrepIt** ("we," "us," or "our") uses cookies and similar tracking technologies (such as pixels, SDKs, and local storage) when you visit our website or use our mobile application.

1. WHAT ARE COOKIES AND TRACKERS?

- **Cookies:** Small text files stored in your browser when you visit a website.
- **Mobile Identifiers/SDKs:** Code blocks within the PrepIt app that act like cookies to help us recognize your device and remember your meal preferences.
- **Local Storage:** Data stored within your app or browser to keep you logged in and save your "offline" grocery lists.

2. WHY WE USE THEM

We use these technologies for three main reasons:

1. **To Make the App Work:** Keeping you logged in and remembering your dietary profile.
2. **To Process Payments:** Ensuring your web-checkout session (via Stripe/Apple Pay) is secure and attributed to your account.
3. **To Improve our AI:** Understanding which recipes are popular so we can refine our AI meal suggestions.

3. CATEGORIES OF COOKIES WE USE

Category	Purpose	Necessity
Strictly Necessary	Used for login, security, and web-checkout. The app cannot function without these.	**Required**
Functional	Remembers your settings (e.g., Metric vs. Imperial units) and "Favorite" recipes.	**Optional**
Performance/Analytics	Helps us see where users get stuck in the app so we	**Optional**

	can fix bugs. (e.g., Google Analytics).	
Marketing	Used to show you relevant PrepIt promotions or track the success of our ads.	Optional

4. THIRD-PARTY TRACKERS

We work with trusted partners to provide our service. These include:

- **Payment Processors (Stripe/Apple/Google):** Use cookies to prevent fraud during checkout.
- **AI Services (OpenAI/Google Cloud):** We use session tokens to manage your AI recipe requests.
- **Analytics (Google Analytics/Mixpanel):** Helps us track app performance.

5. YOUR CHOICES (OPTING OUT)

You have the right to decide whether to accept or reject optional cookies.

- **In the App:** You can manage tracking permissions via your device settings (iOS: "Allow Apps to Request to Track"; Android: "Delete Advertising ID").
- **On the Web:** You can set your browser to refuse cookies. However, our web checkout may not function correctly if "Strictly Necessary" cookies are blocked.
- **Global Privacy Control (GPC):** Our website honors "Do Not Track" signals and GPC headers from your browser.

6. REGIONAL DISCLOSURES

- **EU/UK Users:** We will not fire any non-essential cookies until you click "Accept" on our cookie banner.
- **California Users:** We do not "sell" your cookie data. We only "share" it with service providers for the purpose of improving PrepIt.

7. CHANGES TO THIS POLICY

We may update this list as we add new features (like social sharing). Check back periodically for updates.

CONTACT US

Questions about our use of cookies? Email us at **support@tryprepit.app**.