PAYSEND GROUP

COOKIES POLICY

About this Policy

This Cookies Policy (Policy) applies to all regions across the globe where Paysend Group of companies offer their services. In this Policy the use of "Paysend", "we", "us", "our" refers to Paysend Group and its group of companies.

The protection of your personal information is of paramount importance to us. This Policy provides information about how and when we use cookies. Our Privacy Notice https://paysend.com/rules also includes additional details about the information we collect and use which relates to you.

What are cookies?

Cookies (also known as tags) are text files with small pieces of data used to identify your devices whenever you browse a computer network. This data is labelled with an ID unique to you which becomes linked to the device you use to access our services, and enables us to recognise you and store information about your activity on our website and mobile app. We use cookies and similar technologies like single-pixel gifs and web beacons. They are both session-based and persistent cookies. We set and access our own cookies on the domains operated by Paysend and its corporate affiliates (collectively, the "Sites").

Types of cookies we use and why

The cookies we use serve different purposes and are divided as follows:

Strictly Necessary Cookies. We use these cookies to provide you with our services, ensuring the functionality of our website and mobile app, as well as enabling us to provide our services to you safely and securely. Without them we would be unable to provide our services to you, which means that they cannot be switched off. If you block these cookies, you may not be able to properly access our services.

Customer Experience Cookies. We use these cookies to customise your experience. They are associated with your account and personal information in order to remember that you are logged in, login credentials, your privacy preferences, and other requests for services that you make. They give you a personalised experience that's consistent with your settings. They also make your interactions faster and more secure. You can opt in or opt out on usage of these cookies whenever you like.

Performance Assessment Cookies. We use these cookies to obtain aggregated auditing, research, and reporting, and know when content has been shown to you. They also help us improve our performance by measuring visits and traffic sources, find and fix issues, and check your interaction with our products. Information collected in this manner is fully aggregated and therefore anonymous. Your non-acceptance means we cannot monitor our performance in respect to your experience. You can opt in or opt out on usage of these cookies whenever you like.

Advertising Cookies. We use third party cookies and other ad technology such as beacons, pixels, and tags to help us market more effectively to you and to consumers that we and our partners believe may be interested in Paysend. These cookies also enable us to see when content has been shown to you. You can opt in or opt out on usage of these cookies whenever you like.

List of Cookies

The table below provides you with information on the cookies we use and the purpose they serve.

Type of Cookie (ie: strictly necessary, customer experience, performance assessment, advertising)	Service	Purpose	Session or Persistent	Lifespan	3rd Parties	Privacy Info (website)
Customer Experience Cookies	CloudFlare	These cookies are used by Cloudflare for the execution of Javascript or Captcha challenges. They are not used for tracking or beyond the scope of the challenge. They can be deleted if seen.	Session			
Performance Cookies	Google Analytics	These cookies are used to: determine user is unique; tracking the activity - number of pages; Sessions manager - browser closings; the source of the visitor; to store ID's of experiments and sessions for A/B testing; to read and filter requests from bots; to store a unique	Session		Google	https://policies.google.com/privacy

		user ID; to store and count page views; store campaign information in order to provide Google Ads with a more reliable way to measure the interactions customers have with us.				
Performance Cookies	Facebook	Cookies are used by Facebook to obtain encrypted data about visitors and users of our website for the purposes of measuring advertising effectiveness, showing relevant advertising to certain groups of users and excluding other groups of users from seeing irrelevant ads	Session		Facebook	https://www.facebook.com/policy/cookies/
Performance Cookies	Bing Ads	to store performed actions on the website.	Session		Microsoft Ads	https://about.ads.microsoft.com/en-gb/resources/policies/microsoft-advertising-privacy-policy
Strictly Necessary Cookies	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each	Persistent	365 days		

		category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.				
Strictly Necessary Cookies	OptanonAlertBox Closed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	Persistent	365 days		
Performance Cookies	HubSpot	Cookie script allows to identify visitors, track events, and track page views	Session		Hubspot	https://knowledge.hubspot.com/privacy-and-consent/consent-banner-faq#related-content
Strictly Necessary Cookies	Atlassian Jira Servicedesk	To store last visit.				

Strictly Necessary Cookies	Criteo	To provide functions across pages.	Session		Criteo	https://www.criteo.com/privacy/
Advertising Cookies	Baidu	to store performed actions on the website.	Session		Baidu	https://www.baiduadvertising.com/privacy-policy/
Advertising Cookies	Linkedin	Powers conversion tracking, website traffic and demographics for LinkedIn	Session		Linkedin	https://www.linkedin.com/legal/cookie-policy
Advertising Cookies	TikTok	TikTok collects the IP address; a unique number; the page a user is on; and what they're clicking, typing, or searching	Session		TikTok	https://www.tiktok.com/legal/page/global/cookie-policy/en