

Cookie & Tracking Notice

Last updated: 22 June 2026

1. What this covers

This notice explains the cookies and similar technologies used on our websites (zoomies.ai, shelters.zoomies.ai) and the tracking technologies used in our mobile app. It supplements our Privacy Policy.

2. Cookies on our websites

Our marketing and account websites currently use only **strictly necessary** cookies and similar storage, for example:

- **Authentication / session** — set by Google Firebase when you sign in (e.g. on the account-deletion page) to keep you securely signed in.
- **Preferences** — to remember your chosen language.

These are required for the site to work and do not need consent. **We do not currently use analytics, advertising, or third-party tracking cookies on our websites.** If we introduce any in the future, we will ask for your consent first via a cookie banner, and update this notice.

3. Tracking in our mobile app

With your permission, our app uses third-party SDKs to measure and improve our marketing:

Partner	Platform	Purpose	Data
Meta (Facebook)	iOS & Android	Advertising measurement	user ID, email, purchase value/ events
TikTok	iOS only	Advertising measurement	external ID, email, purchase events
Google (Tag Manager / Analytics)	Production app	Analytics	event data

These run only after you consent. On iOS, you will see Apple's App Tracking Transparency prompt; if you decline, app-level advertising tracking does not occur. We keep Firebase Analytics disabled and do not currently run crash diagnostics.

4. How to manage your choices

- **iOS** — Settings → Privacy & Security → Tracking (App Tracking Transparency); you can also reset your advertising identifier.
- **Android** — Settings → Privacy / Ads to opt out of ad personalisation and reset your advertising ID.
- **Websites** — your browser settings let you block or delete cookies; blocking strictly-necessary cookies may break sign-in.
- **Withdraw consent** at any time — your choice for future processing will be respected; contact contact@zoomies.ai with any questions.

5. Changes

We will update this notice if our use of cookies or tracking changes, with a new "Last updated" date.

6. Contact

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