Last updated: 12th November 2026

GoHenry Cookie Policy: The Short & Sweet Version

Before diving into the details, here is the baseline of how we handle your data:

- You are in control: We only use optional cookies if you say it's okay.
- Your privacy matters: You can change your mind and adjust your settings at any time.
- We're transparent: Want to know exactly how we use your data? Our full Privacy Notice has you covered.

1. What actually is a cookie?

Think of a cookie as a tiny digital memory chip. When you visit our website or app, a small text file is saved to your browser or device.

The next time you visit us, these chips help our system recognise your device. This is how we remember your preferences, separate your experience from other users, and make sure our content fits what you need.

We also use "pixel tags" (sometimes called web beacons or clear GIFs). These are tiny, invisible graphics placed on web pages or in our emails. They help us see if you've opened an email or interacted with certain content, allowing us to send you more relevant updates

An SDK is essentially the app version of a cookie. It does the exact same job, but inside our mobile app instead of on a website. It helps us remember your settings, keep the app running smoothly, and understand how the app is being used so we can make it better for your family.

2. The different types of cookies we use

Cookies do a lot of heavy lifting behind the scenes to make your GoHenry experience smooth. They generally fall into two categories based on who puts them there:

- First-party cookies: These are set directly by GoHenry.
- Third-party cookies: These are placed by trusted partners working on our behalf to help us with analytics, performance, and relevant advertising.

How long do they stay?

- Session cookies: These are temporary. They do their job while your browser is open and delete themselves the second you close it.
- Permanent cookies: These stay on your device after you close your browser. They help us recognise you when you come back, so you don't have to reset your preferences every time.

3. The four categories of cookies

To keep things clear, we group our cookies into four straightforward buckets.

Please note: The targeting cookies below apply to our marketing website only. Our mobile app does not use behavioural targeting cookies and does not track you for ad targeting purposes. See the 'SDKs and similar technologies used in-app' section below for how the app handles advertising measurement

Every cookie we or our partners use falls into one of these:

Cookie Type	What it does	Why we use it
Essential	The absolute basics required to keep our site running safely and securely.	Without these, the website simply wouldn't work.
Functionality	Remembers choices you make (like your username or language).	Saves you time and customises your experience.
Analytics & Performance	Tracks how visitors move around the site and where they might get stuck.	Helps us spot bugs and improve our platform for everyone.
Targeting & Advertising	Keeps track of the pages you visit and links you follow.	Ensures the updates or ads you see from us actually match your interests.

For a full list of all the cookies and tracking technologies we use, please see the table at the bottom of this page.

4. What about in-app tracking?

We carry the same privacy promises over to our GoHenry mobile app. Just like on our website, we use certain tools to understand how you interact with our app so we can keep making it better.

If you choose to turn off tracking, the app will still work completely normally for all your payments and account features. We simply switch off our internal analytics tools and advertising measurement behind the scenes.

If you keep tracking turned on, we use it to understand feature usage trends, product adoption, and signup funnel conversion rates to help us design better app updates. It helps us see which features

you and your teens enjoy, allows us to fix bugs much faster, and ensures the tips and updates you see match your interests.Please note: These analytics are only enabled if adults and teens actively consent. Analytics tracking is turned off by default for children under 13.

We use Adjust and Firebase to measure advertising campaign performance by sharing event signals (app activation, checkout, registration), device ID, and hashed email. Adjust shares with Google, Apple Ads, Meta and TikTok; Firebase shares with Google Ads only. This data sharing is only enabled for adult users who have accepted the tracking cookies and excludes transaction details or sensitive payment information. You can change your mind anytime in your settings. We don't use this data to target ads to you, but Google, Apple Ads, Meta, and TikTok may use it for their own campaign optimisation and audience building.

A note for iOS users: If you are on an Apple device, you will also see Apple's standard App Tracking Transparency (ATT) prompt. Your privacy choices within the GoHenry app come first, and Apple's prompt acts as an extra layer of privacy control on top of it.

How to manage or delete cookies

We use cookies to make sure our website and app work smoothly for you and your family. Some cookies are essential. We can't run the website without them. Others are optional, meaning we only use them if you agree, and you can change your mind at any time.

When you visit our site, you'll see a notice letting you choose your cookie preferences. You have total control over these optional settings, but please keep in mind that turning them off might affect how the site works. For example, you might have to re-enter information, or you won't see personalised content.

Managing your preferences

- In the app: You can control non-essential tracking at any time via your app settings page.
- On the web: You can update your preferences right here or change your settings directly in your internet browser.

Most browsers let you choose your level of privacy. This allows you to:

- See your stored cookies and delete them one by one.
- Block cookies from third parties or specific websites.
- Block all cookies from being set.
- Automatically delete all cookies when you close your browser.

  Good to know: If you clear or block all cookies, website functionality will be limited, and any preferences you previously saved (like opting out) will be reset.

For help managing cookies on popular browsers, use these guides:

- Chrome for Web & Android
- Safari for Web & iOS
- Microsoft Edge
- Firefox

How to opt out of targeted ads

You only receive targeted advertising cookies if you have consented to them. You can opt out of seeing targeted ads from us at any time by visiting Your Online Choices.

Please note that opting out doesn't mean you will see *fewer* ads when browsing the web; it just means the ads you do see won't be tailored to your interests. You can also learn more about your options via the Digital Advertising Alliance.

Changes to this policy

As GoHenry grows, this policy will evolve. We will post any updates right here on this page, so feel free to check back from time to time. If we make any major changes, we will always reach out to let you know via email or an in-app notification.

Cookies set in the past

If you decide to disable a cookie, we may still use the data collected by that cookie *before* you changed your preference, provided we have a legal right to do so. However, we will immediately stop using that disabled cookie to collect any new information.

Contact us

If you have any questions about this policy, or your privacy in general, we are always here to help.

- Email us: help@GoHenry.co.uk
- Call us: 0330 100 7676

Cookies and similar technologies used on our marketing website:

Cookie ID	What it does	How long it lasts
Cookies necessary for essential services		
__cf_bm	This is a vital security cookie used to spot and block automated, malicious traffic (bots)	Session to two years
CookieConsentPolicy; LSKey-c$CookieConsentPolicy	These cookies simply remember the choices you made on our cookie banner.	Deleted after one year
promotion	This cookie remembers if you've already seen or closed a promotional banner or special offer on our site.	Deleted after one day
-test-amp-cookie-tmp	This is a temporary testing cookie that checks if your mobile browser supports cookies.	Deleted after one day
BrowserId_sec; BrowserId	These cookies securely and temporarily tell our help pages that your browser is the one making the request	Deleted after one year
X-Salesforce-CHAT	This cookie is essential for our live chat feature. It allows you to talk directly to our Member Services team, keeping your chat window connected and active even if you refresh the page while we're helping you	Deleted after one day
cf_clearance	This cookie protects our website from automated attacks	30 minutes
Functionality Cookies		
vuid	This cookie is used by Vimeo and allows the video player to work smoothly	Deleted after two years

Performance / Analytics Cookies		
_ga, _gid, _gat, _gat_UA-*, _ga_57SB48PYXH, AMP_TOKEN	Used to distinguish unique users, it anonymously tracks how visitors move around the website	Deleted after two years
_pk_ses*, _pk_id*	Used to recognise visitors, track user paths across the site, and measure active sessions securely.	Deleted after two years
__adal, __adal_id, __adal_ses, __adal_cw, __adal_ca	Monitors real-time application performance, website speeds, and attributes TV/media marketing response rates.	Deleted after two years
JSESSIONID	Used to monitor website performance, load times, and technical errors.	Session Only
Targeting Cookies		
criteo_write_test, cto_tld_test, cto_bundle, uid	Used for behavioural retargeting. It tracks your browsing habits to serve relevant GoHenry ads on third-party websites and checks if your browser supports cookies.	Deleted after 1 day (for tests) or 1 year (for user IDs)
tfpai, tfpsi	Tracks user interactions with outstream video ads served via the Teads advertising network to measure campaign success.	Deleted after 1 day
_pinterest_ct_ua	Measures the conversion rates of GoHenry ad campaigns running on Pinterest and helps build custom advertising audiences.	Deleted after 1 year
_ttp, _tt_enable_cookie	Used by the TikTok Pixel to track user conversions from TikTok ads and map campaign performance.	Deleted after 389 days
browser_data	Collects browser and device characteristics to optimise ad rendering and campaign attribution across its delivery network.	Deleted after 389 days
A3, IDSYNC	Used by Yahoo to build user interest profiles, deliver target ads, and sync anonymised user IDs across external advertising exchanges.	Deleted after 1 year
Cf, cnac, cip, gdpr, callback, car	A shared identity service used to sync local privacy choices across multiple programmatic ad systems.	Deleted after 1 day
_gat_gtag_*, gclid, clickid, FPLC, utm_term, utm_source, utm_campaign	Tracks ad click identifiers (gclid), logs incoming traffic sources (utm_), and manages data pacing to accurately attribute registrations to our Google campaigns.	Deleted after 89 days
_fbp	Used by Facebook to deliver behavioural advertisements and track user conversions from campaigns running on	Deleted after 89 days

	Facebook or Instagram.	
GLAM-SID, GLAM-JID, GLAM-AID, __j_state, ln_or	Used by the Hybrid Theory ad network to map audience groups, manage ad display frequency caps, and evaluate post-click activity.	Deleted after 29 days or 1 year (depending on the unique profile parameter)
Ccuid	Used to manage and track cross-device user identifiers for targeted marketing networks.	Deleted after 29 days
C, tuuid, tuuid_lu	Syncs user profiles and anonymised IDs across multiple ad exchanges to facilitate real-time bidding for ad spaces.	Deleted after 1 year
CMPRO, CMID, CMPS, CMTS	Collects anonymous data on user visits to match user IDs across different ad providers for targeted programmatic ads.	Deleted after 89 days
KRTBCOOKIE_xxxx, PugT	Syncs unique cookies across ad networks to ensure accurate programmatic ad delivery and measurement.	Deleted after 29 days
CONSENT, VISITOR_INFO1_LIVE, YSC	Tracks video bandwidth, stores user embedding preferences, and measures ad views on YouTube videos embedded on our site.	Deleted after 4 years
uuid2, anj	Contains a unique randomly generated ID to enable targeted advertising and track when a user interacts with an ad.	Deleted after 89 days
data-c-ts, data-c, visitor-id	Used by the Yahoo! Bing contextual ad network to track user sessions and deliver contextually relevant ads.	Deleted after 29 days
tuuid, tuuid_lu, um, umeh	Anonymously tracks user ad impressions, clicks, and conversions across independent publisher networks.	Deleted after 89 days
Demdex, dpm	Helps match anonymised user profiles across multiple third-party data management platforms to improve ad targeting.	Deleted after 6 months
kuid	Collects behavioural data across multiple sites to create data management platform (DMP) audience segments for ad campaigns.	Deleted after 6 months
_uetsid	A session tracking cookie used to measure conversions and user engagement from Bing search ads.	Deleted after 89 days
_gclxxxx	Tracks conversions and attributes your signup or visit to an ad campaign you may have clicked on Google.	Deleted after two years
_uetvid	Tracks user interaction and conversion metrics from our Microsoft/Bing marketing campaigns.	Deleted after two years

__pdst	Used for tracking audio/podcast ad attribution and measuring marketing campaign effectiveness.	Deleted after two years
_pin_unauth	This cookie is used by Pinterest to understand how users who visit our site interact with our Pinterest ads	Deleted after one year

SDKs and similar technologies used in-app

Name	What it does
Necessary for essential services	
Adyen	Processes secure payments
Apple Pay/ Apple wallet	Enables payments and digital wallet integration
Google Pay/ Google wallet	Enables payments and digital wallet integration
Google Play Services	Built-in android service required to securely process Google Pay transactions
Socure DocV + Device risk	Used for secure identity verification and fraud prevention
Firebase core	Connects the app to Google firebase to allow core app services to run efficiently
Firebase messaging	Delivers push notifications and alerts to devices
Google Utilities	Ensures stability and correct performance of google and firebase services
OneTrust	Used to record and remember your preferences for analytics and performance tracking
Screen Protector	A security feature that prevents sensitive information from being accidentally captured in screenshots or screen recordings
fast_contacts	Assesses device's contact list to power our peer-to-peer contacts feature
Salesforce messaging in-app	Powers our Money Mentor live in-app support chat, allowing users to communicate with customer support
LiveKit	Provides underlying real-time communication infrastructure required to operate live chat smoothly
Firebase remote config	Provides server-driven configuration and feature controls required to operate and safely manage the app.
Performance/ analytics	
Amplitude Analytics	Records product usage and app sessions
Amplitude Experiment	Decides which version of a feature a user sees (A/B tests)
Firebase Analytics	Google's analytics for app usage and screen views. Tracks conversion events (app activation, checkout, registration, etc.) and shares event signals with Google Ads for campaign measurement and optimisation, using device identifiers and hashed email for user identification.
Firebase Performance	Measures how fast network requests are

Adjust / Install Referrer	Tracks conversion events (app activation, checkout, registration, etc.) and shares event signals with Google, Apple Ads, Meta & TikTok for campaign measurement and optimisation, using device identifiers and hashed email for user identification.
Customer.io	Tracks engagement, links app activity to email/ push campaigns, supports in-app messages. Records when a user opens a link from a CIO email
Firebase Crashlytics	Sends crash and error reports; can include a user ID after login