

Cookie Policy

Effective Date: September 26, 2025

Version 1.1

This Cookie Policy explains how Axo Longevity, Inc. ("Axo Longevity," "we," "us," or "our") uses cookies and similar tracking technologies on our website and apps. It also describes your choices regarding these technologies.

What are Cookies?

Cookies are small text files stored on your device when you visit a website. They help us recognize your device, remember preferences, improve site performance, and provide personalized content and ads.

Cookies can be:

- Session Cookies: Temporary; deleted once you close your browser.
- Persistent Cookies: Remain until they expire or are deleted manually.
- First-Party Cookies: Placed directly by Axo Longevity.
- Third-Party Cookies: Set by trusted partners (e.g., Google, Meta, Twitter).

How Do We Use Cookies?

We use cookies to:

- Keep your login session active
- Remember language, region, and time zone settings
- Analyze site traffic and performance
- Run referral and viral campaign features
- Deliver interest-based advertising
- Allow integration with social media

Legal Basis for Using Cookies

Under the UK and EU GDPR, our use of cookies is based on the following legal grounds:

- Essential cookies: processed under our *legitimate interests* (Article 6(1)(f) GDPR) to operate the website and provide secure access.
- All other cookies (analytical, functional, social media, advertising): used only with your *consent* (Article 6(1)(a) GDPR), which you can give or withdraw at any time through the Cookie Settings link.

Essential Cookies

These are required to operate the website, enable navigation, and provide secure areas of the platform. They cannot be switched off.

Analytical Cookies

We use Google Analytics and Google Tag Manager to understand visitor interactions, measure performance, and improve functionality.

Functional Cookies

- Customer.io – used for personalized communications (emails, in-app messages).
- Viral Loops – powers our referral programs and tracks invite activity.

Social Media Cookies

- Meta Pixel and Twitter Pixel – track interactions with our ads and allow you to share content easily.

Targeting or Advertising Cookies

- Google Ads Pixel – used for remarketing and conversion tracking across Google Ads.
- Meta Pixel – used for interest-based ads on Facebook/Instagram.
- Twitter Pixel – used for tailored ads on Twitter/X.

Third-Party Cookies and Data Sharing

Some cookies are placed by third-party providers who may use the information for their own purposes in line with their privacy policies.

We recommend reviewing their policies:

- [Google Privacy & Terms](#)
- [Meta Privacy Policy](#)
- [Twitter Privacy Policy](#)
- [Customer.io Privacy Policy](#)
- [Viral Loops Privacy Policy](#)

Interest-Based Ads

We and our partners use cookies to build a profile of your interests and serve relevant ads. You may still see general ads if you opt out, but they will not be personalized.

How to Block Cookies

When you first visit our website, you will see a **cookie consent banner** allowing you to:

- Accept all cookies
- Reject all non-essential cookies
- Manage your preferences by category

Non-essential cookies are not placed on your device until you have given consent through our cookie banner. You can change or withdraw your consent at any time via our **Cookie Settings** link in the website footer. You can also control cookies in your browser

settings. Note that disabling cookies may affect website functionality.

Guides for popular browsers:

- [Microsoft Edge](#)
- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Opera](#)

How to Opt-Out of Third-Party Cookies & Targeted Ads

- [Google Analytics](#)
- [Digital Advertising Alliance \(DAA\)](#)
- [Network Advertising Initiative \(NAI\)](#)

Retention Periods

Persistent cookies are retained only as long as necessary for the purposes described. Retention periods range from **24 hours to 2 years**, depending on the cookie type and provider.

Cookie List

ESSENTIAL COOKIES

Source: Axo Longevity | Cookie: Session ID | Placement: Website | Lifespan: Session | First-party

ANALYTICAL COOKIES

Source: Google Analytics | Cookies: _ga, _gid | Placement: Website | Lifespan: 2 years / 24 hours | Third-party

Source: Google Tag Manager | Cookie: gtm_id | Placement: Website | Lifespan: Persistent | Third-party

FUNCTIONAL COOKIES

Source: Customer.io | Cookie: ci_session | Placement: App, Website | Lifespan: Session | Third-party

Source: Viral Loops | Cookie: vl_tracking | Placement: Website | Lifespan: Persistent | Third-party

TARGETED/ADVERTISING COOKIES

Source: Google Ads Pixel | Cookie: gads | Placement: Website | Lifespan: Persistent | Third-party

Source: Meta Pixel | Cookie: fbp | Placement: Website | Lifespan: 90 days | Third-party

Source: Twitter Pixel | Cookie: twclid | Placement: Website | Lifespan: Persistent |

Third-party

SOCIAL MEDIA COOKIES

Source: Meta (Facebook/Instagram) | Cookies: datr, sb | Placement: Website | Lifespan: Persistent | Third-party

Source: Twitter | Cookie: personalization_id | Placement: Website | Lifespan: 2 years | Third-party

Changes to this Policy

We may update this Cookie Policy periodically. Updates will be posted with a new "Effective Date." The latest version will always be available at:

<https://axolongevity.com/cookies>

Contact Us

If you have any questions about this Cookie Policy or your data rights, please contact us at:

Axo Longevity, Inc.
373 Wythe Avenue, Suite 11B
Brooklyn, NY 11249, USA
Email: privacy@axolongevity.com

If you are located in the UK or EU, you also have the right to contact your local **data protection authority** for advice or to lodge a complaint.