

# Cookies Policy

Your trust, privacy and data are important to us and we are committed to being transparent about our data practices and how we use and protect your data.

We use cookies and similar technologies when you use the Bumble mobile application (including the desktop version) ("App") or websites (such as Bumble.com) ("Websites").

This policy provides more detail about the cookies and tracking technologies we use and should be read in conjunction with our Privacy Policy and the information available in our "Manage Cookies" section (linked at the bottom of our Websites) or in your profile settings in our App (under "Settings" > "Security & Privacy" > "Privacy Settings" on iOS and Android) where you can adjust your cookie settings at any time.

## 1. What are 'cookies' and which 'cookies' does Bumble use?

Unlike the chocolate chip kind, these cookies have no calories! We collect information by placing cookies on your computer or mobile device. A cookie is a piece of text containing a unique identifier, which is stored on your computer by your web browser or by your mobile device. They are basically a tool that stores information about App use and Websites' visits. Cookies also allow us to recognize you and your preferences each time you visit Bumble. They ensure the functioning of the App and Websites which in turn allows us to provide the services that our members request and to improve your user experience.

We may also use other technologies such as web beacons (also called pixels), tracking URLs and software development kits (SDKs) for similar purposes as cookies. Web beacons are files that contain a unique identifier that enable us to recognize when someone has accessed content on our Websites. Tracking URLs are unique links that help us understand where visitors to our Websites are coming from. SDKs are small pieces of code included in applications, which function like cookies and web beacons. For simplicity, in this Policy we also refer to these technologies as "Cookies".

Type of Cookie	Purpose
	These Cookies are necessary for the App and Websites to function and cannot be switched off in our systems, or our App and Websites will not work properly. They are usually only set in response to actions made by you which amount to a request of services, such as setting your privacy preferences, logging in or filling in forms, making payments, uploading photographs, chatting or to localise your experience, such as when you've requested to view Bumble's Site in your local language or when you've asked Bumble to 'remember me', etc. You can always control the Websites' strictly necessary Cookies in your browser, as explained below.
	We also use Cookies to help keep Bumble and our members safe and secure. These Cookies do things like protect Bumble users from spam and fraud by ensuring the safety of your personal data when you pay for things on Bumble like Bumble's premium services.
Strictly necessary Cookies	We may use persistent Cookies, which will help us to ensure we have identified that the same device is logging in to the correct account. These types of Cookies also help with our anti-spam measures and help us to

	<p>prevent phishers, scammers, unauthorized login attempts to your account and accessing any hacked accounts.</p> <p>Some of these strictly necessary Cookies are third parties', as some social media platforms can be used as an entry point to register for our services.</p>
Analytics Cookies	<p>These Cookies allow us to collect information about how visitors interact with our App and Websites. We use this information to compile reports and to help measure and improve the performance of the App and Websites.</p> <p>Bumble uses Google Analytics to collect information about how visitors use the Bumble Site. We use the information to compile reports and to help us improve the Site or App. The Cookies collect information in an aggregated form, including the number of visitors to the Site or App, where visitors have come to the Site from and the pages they visited.</p>
Social Media Cookies	<p>These Cookies help provide experiences, such as links to other social media Websites and social plugins, including making it easier for you to share content between Bumble and your other favorite social networks.</p> <p>In some cases, the Site feature you choose may allow a third party to place Cookies on your device.</p>
Advertising Cookies	<p>These Cookies may be set on our Websites and App by us or our advertising partners. They may be used to build a profile of your interests and show you relevant adverts on our App and Websites or other Websites you visit, as well as to improve reporting on any advertising campaign and to avoid showing you ads that you have already seen.</p>
Performance	<p>These Cookies may be set on our Websites and App by us or our marketing services providers. They help us and our marketing services providers improve and measure the effectiveness of Bumble ads on other apps and Websites. For example, they help us understand which Bumble ads lead people to download our App or sign-up for Bumble. You can find out more information about this in our Privacy Policy (under the heading "Sharing your personal data with Marketing Services Providers").</p>

## 2. Cookies lifespan and third parties placing Cookies

Cookies last for different periods of time depending on which of the following two categories they fall into:

- Session cookies – these cookies only last as long as your online session, and expire when you close your browser (for example Internet Explorer or Safari).

- Persistent cookies – these cookies stay on your device after your browser has been closed. These cookies are used when we need to remember you for more than one browsing session, for instance to remember your preferences from one visit to the next.

If you would like to obtain more information about the third parties placing Cookies on our Websites and App (including a link to their privacy practices) and their lifespan you can access this information:

- in your profile settings for the Bumble App (under “Settings” > “Security & Privacy” > “Privacy Settings” on iOS or under “Advertising Preferences” on Android); and
- in the “Manage Cookies” section linked at the bottom of our Websites.

### 3. How can you refuse or withdraw consent to the use of Cookies?

**When using our Websites**, you are in control and may refuse to accept Cookies at any time by managing your preferences in the “Manage Cookies” section (linked at the bottom of our Websites) or by altering the settings on your internet browser (for example Internet Explorer, Chrome and Firefox).

If you would like to know more about Cookies and how to refuse Cookies, the following websites provide useful information:

- [www.allaboutcookies.org](http://www.allaboutcookies.org)
- [www.youronlinechoices.eu](http://www.youronlinechoices.eu)
- <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>

**When using our App**, you are also in control and may refuse to accept Cookies at any time by managing your Privacy Preferences in your Profile in the App (under “Settings” > “Security & Privacy” > “Privacy Settings” on iOS and Android).

Please note that if you choose not to permit Cookies some areas of our Websites or App may not function properly or be accessible.

### 4. How to contact us?

Bumble has designated a Data Protection Officer and they can be reached by emailing [DPO@team.bumble.com](mailto:DPO@team.bumble.com) or by post at the following address: The Broadgate Tower Third Floor, 20 Primrose Street, London, United Kingdom, EC2A 2RS.

If you have any questions regarding this Cookie Policy, please visit our Feedback Page or email us at [DPO@team.bumble.com](mailto:DPO@team.bumble.com). You can also contact us by post at the address above.

### Effective date

This Cookie Policy was last updated on 17 January 2022.