

It's My Family Cookie Policy (2026)

What's a cookie?

A "cookie" is a piece of information that is stored on your computer's hard drive if you agree to this and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

We are required to obtain your consent for all non-essential cookies used on our website. You can block cookies (including essential cookies) at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block essential cookies you may not be able to access all or parts of our site.

How do we use cookies?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

Cookies are either:

- Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or
- Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

Cookies can also be categorised as follows:

- Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.
- Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

- **Functionality cookies:** These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

- **Targeting cookies:** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

First and third party cookies:

First party cookies are cookies set by our website. Third party cookies are cookies on our website that are set by a website other than our website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

We use first party cookies on this website. We use third party cookies on our website and these are set out in the table below.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title Cookie Name	Purpose
Usercentrics for Wix N/A – consent management service	Service Description: Usercentrics for Wix is a consent management service used on our website to manage visitors' cookie and privacy preferences and to help us comply with applicable data protection requirements. Data Purposes: To collect and manage consent preferences, store consent records, and support compliance with applicable legal and regulatory obligations. Legal Basis: Compliance with legal obligations and, where applicable, the management and documentation of consent. Retention Period: Consent records are stored for 1 year.
Wix XSRF-TOKEN hs	Description of service: Wix provides the website hosting, security, infrastructure and essential functionality required to operate our website.

svSession	Data purpose: To operate, secure and maintain the website, provide essential website functionality, maintain site stability and performance, and protect the website against security threats. Wix identifies its essential cookies as including security, stability, core site functionality and performance functions. Legal basis: Legitimate interests — to operate, secure and maintain our website and provide its essential functionality. Where processing is necessary to provide a service specifically requested by a visitor or customer, performance of a contract may also apply. Retention period: Varies according to the Wix cookie/service. Wix publishes individual retention periods for its standard cookies. For example, some are session-based, while others have periods such as 24 hours, 6 months or 12 months
SSR-caching	
TS*	
bSession	
fedops.logger.sessionId	
_wixAB3 *	
server-session-bind	
client-session-bind	
oAuthState	
wixSession	
sec-fetch-unsupported	
Meta Pixel	Description of Service: This is a Tracking technology offered by Facebook and used by other Facebook services. It is used to track interactions of visitors with websites ("Events") after they have clicked on an ad placed on Facebook or other services provided by Meta ("Conversion"). Data Purposes This list represents the purposes of the data collection and processing. Analytics, Marketing, Retargeting, Advertisement, Conversion Tracking and Personalisation. Legal Basis In the following the required legal basis for the processing of data is listed. Retention Period The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes. User's interactions tracked on websites will not be stored longer than for two years. However, the data will be deleted as soon as they are no longer needed for the processing purposes.
_fb	
Spotify	Description of service: Spotify is used to display embedded music and audio content on our website, allowing visitors to play Spotify content directly through embedded Spotify players. Data purpose: To provide and operate embedded Spotify audio content, maintain the functionality of the embedded player, and, where applicable, process technical information relating to use of the Spotify service. Spotify states that its cookies and similar technologies can be used for functionality, content delivery and reporting, and other purposes depending on the service.
N/A – embedded service	

Apple Pay

N/A – payment service

Legal basis:

Consent for any non-essential cookies or tracking technologies associated with the Spotify embed. Strictly necessary technical processing may instead rely on legitimate interests or necessity for providing the requested functionality, depending on the specific technology used.

Retention period:

Varies according to the Spotify technology used. Spotify states that personal data is retained only as long as necessary for the relevant purposes and according to its legal/business requirements; it does not provide one universal retention period for all Spotify cookies and technologies.

Description of service:

Apple Pay provides a secure payment method allowing customers to complete purchases on our website using an eligible Apple Pay payment method.

Data purpose:

To facilitate and authenticate payments, determine payment-method eligibility, prevent fraud, and provide the information necessary to complete the transaction. Apple states that information necessary to process a payment is shared with the website or merchant, while the customer's actual card number is not provided to the merchant.

Legal basis:

Performance of a contract / taking steps at the customer's request, where processing is necessary to provide the requested payment service and complete the transaction. Apple states that it generally processes Apple Pay personal data on this basis, as well as to comply with legal obligations.

Retention period:

For as long as necessary to fulfil the relevant purpose and/or as required by law. Apple states that it does not retain Apple Pay payment information in personally identifiable form in a number of the payment-processing situations described in its notice, and that personal data is retained only as long as necessary or legally required

Google Pay

N/A – payment service

Description of service:

Google Pay provides a secure payment method allowing customers to complete purchases on our website using an eligible Google Pay payment method.

Data purpose:

To facilitate and authenticate payments, process transactions, maintain payment information and help prevent fraudulent transactions.

Legal basis:

Performance of a contract / taking steps at the customer's request, where necessary to process a customer's requested payment. Any separate optional processing, such as personalisation, would require its own appropriate legal basis. Google states that Google Pay can store payment methods and transaction activity and provides users with controls over certain uses of that information.

Retention period:

For as long as necessary to provide the payment service and/or comply with legal and regulatory obligations. Google states that some payments-profile information may be retained after deletion to comply with legal and regulatory obligations.

Wix Payments

N/A – payment service

Description of Service:

Wix Payments is used to securely process payments made through our website and to complete transactions for products or services purchased from us.

Data purpose:

To process and authorise payments, complete transactions, maintain payment and transaction records, prevent fraud and comply with applicable financial, accounting and legal requirements.

Legal basis:

Performance of a contract, where processing is necessary to complete a purchase requested by the customer; and legal obligation where we are required to retain or process transaction information for accounting, tax, financial or other regulatory purposes.

Retention period:

For as long as necessary to complete the transaction and thereafter for the period required by applicable legal, accounting and tax obligations. The precise retention period should be based on the records we actually retain and the legal requirements applicable to the business.

You can alter your cookie preferences at any time by clicking on the cookie icon and adjusting the sliders to off.

Please refresh your page to ensure that the new settings have taken effect.

You can also control your cookie settings through your web browser.

You can opt out of being tracked by Google Analytics across all websites, by going to <http://tools.google.com/dlpage/gaoptout>.

Except for essential cookies, all cookies will expire as outlined in retention period above

If you have any questions about the cookies that we use, feel free to email us at contact@its-myfamily.com.