

# Cookie Policy (April 2026)

Last Updated: 5 April 2026

At **Go Hug The World**, we believe in a "Smarter, Not Stagnant" approach to travel. This philosophy extends to how we manage our digital environment. To provide our "Explorers" with a seamless, personalized, and secure experience on [www.gohugtheworld.com](http://www.gohugtheworld.com), we use cookies and similar tracking technologies.

This Policy explains what these technologies are, why we use them, and your rights to control our use of them.

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## 1. What Cookies Are

Cookies are small text files (and similar technologies like pixels and tags) that are stored on your computer or mobile device when you visit a website. They help websites work properly, remember your preferences, and provide information to website owners.

Cookies set by the website owner (in this case, Go Hug The World Limited) are called **first-party cookies**. Cookies set by parties other than the website owner are called **third-party cookies**. Third-party cookies can enable third-party features or functionality to be provided on or through the Website (for example, analytics and advertising).

## 2. How We Use Cookies

We use first-party and third-party cookies to:

- **Run the Website and Members Club:** enable core site features and secure areas.
- **Remember your preferences:** for example, your membership tier (Explorer, Navigator, or World Hugger) and your progress in the "Swipe & Earn" game.
- **Understand performance:** see what's working on our "Weekly Portal" and what needs improving.
- **Support relevant marketing:** measure campaigns and show information that's more likely to be useful to our Fenland-first audience.

## 3. Types of Cookies We Use

Below are the types of cookies we may use on the Website.

### A. Essential Cookies

These cookies are strictly necessary for the Website to function and cannot be switched off in our systems in the same way as non-essential cookies.

- **Authentication:** used to identify you when you log into your Members Club account.
- **Security:** helps protect your data and our platform from unauthorised access or fraud.
- **Payments (Stripe):** we use Stripe for Navigator membership payments. Stripe may use cookies and similar technologies to process payments securely and help prevent fraudulent transactions.

## B. Functional Cookies

These cookies enable enhanced functionality and personalisation. If you do not allow these cookies, some or all of these services may not function properly.

- **Game mechanics:** used to track your daily swipe limits (e.g., 20 for Explorers, 250 for Navigators, 1000 for World Huggers) and ensure Huginn Points are accrued correctly.
- **User preferences:** remembers your "Hugs" and "Shrugs" to better tailor the AI-driven travel planning suggestions we provide.

## C. Analytics Cookies

These cookies help us understand how visitors use the Website (for example, which pages are visited and how users move around the site). We use this information to improve performance and user experience.

- **Google Analytics:** helps us analyse traffic patterns to understand how the Website is used.
- **AI efficiency tracking:** we use internal tools to measure how our AI efficiency processes are helping to streamline travel planning.

## D. Advertising Cookies

These cookies may be used to help deliver and measure advertising that is more relevant to you, including building audiences based on interactions with our Website.

- **Meta Pixel:** we use the Meta Pixel to measure the effectiveness of our advertising and to reach target audiences (such as Tech-Corridor Professionals and Heritage Homeowners) with "Experience-Grade" travel opportunities.

## 4. Third-Party Tools

We use the following third-party tools which may set cookies or use similar technologies:

- **Google Analytics** (analytics and measurement)
- **Meta Pixel** (advertising measurement and audience targeting)

Third parties may process information collected via their cookies in accordance with their own privacy/cookie policies.

## 5. Managing Cookies

You have the right to decide whether to accept or reject cookies.

- **Cookie consent banner:** you can set your preferences when you first visit (and when prompted again).
- **Browser settings:** you can set or amend your browser controls to accept or refuse cookies, and to delete cookies already stored on your device. If you choose to reject cookies, you may still use our Website, though access to some functionality and secure areas (like the "Swipe & Earn" game or member-only tools) may be restricted.

- **Advertising controls:** you may also be able to manage advertising cookies via your device settings and/or the settings provided by the relevant platforms (for example, Meta).

## 6. Cookie Consent Managed via Consently

We manage cookie consent and preferences on our Website using **Consently**. When you interact with our cookie banner or cookie settings, you are using the **Consently interface** to choose which categories of cookies you accept or reject (where applicable).

You can review and update your cookie choices at any time through the Consently cookie settings interface made available on the Website. This Cookie Policy should be read alongside, and works in conjunction with, the preferences and configurations available within the Consently platform.

## 7. Data Integrity and Privacy

In accordance with our "Financial & Commercial Mandates," we treat your data as a vital asset. Go Hug The World Limited will **never sell your data**. Our use of cookies is strictly aligned with our Privacy Policy and our commitment to 100% financial and digital integrity.

## 7. Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes to the cookies we use or for other operational, legal, or regulatory reasons. Please re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

## 8. Contact Us

If you have any questions about our use of cookies or other technologies, please reach out to us. We value the personal security of expert human oversight:

### **Go Hug The World Limited**

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