

# Cookie & Tracking Policy

Last updated: June 10, 2026

This Cookie & Tracking Policy explains how Where2Vibe may use cookies, local storage, pixels, analytics tools, device identifiers, app tracking tools, crash logs, and similar technologies through the Where2Vibe website, mobile app, and related services.

This Policy should be read together with our Privacy Policy, Terms of Service, Ticket Purchase & Refund Policy, and Community Guidelines.

## 1. What cookies and tracking technologies are

Cookies are small text files stored on your browser or device when you visit a website.

Local storage and similar technologies may store information in your browser or device so the website or app can remember certain settings, improve performance, or keep features working.

Pixels, tags, SDKs, and analytics tools may help us understand how users interact with Where2Vibe, measure traffic, improve features, prevent abuse, and evaluate marketing performance.

In the mobile app, similar tracking may occur through app analytics tools, device identifiers, push notification tokens, performance logs, and crash/error reporting tools.

## 2. Why we use these technologies

Where2Vibe may use cookies and tracking technologies to:

- keep the website and app working;
- remember basic preferences;
- understand how users move through the website or app;
- improve event discovery and recommendations;
- measure app performance;
- fix bugs and crashes;
- detect fraud, abuse, spam, scraping, or suspicious activity;
- protect accounts and platform security;
- measure growth, retention, and feature usage;
- understand which screens or features are helpful;
- measure marketing campaigns if advertising pixels or campaign links are used;
- support push notifications and service-related alerts.

We use this information to operate, improve, secure, and grow Where2Vibe.

## 3. Types of cookies and tracking we may use

### Strictly necessary technologies

These are needed for the website, app, security, login, checkout, ticketing, support, or other core features to work.

They may be used for:

- authentication;
- account security;
- fraud prevention;
- checkout;
- ticketing;
- app routing;
- remembering basic settings;
- preventing abuse;
- keeping the website or app functional.

You may not be able to disable strictly necessary technologies without affecting the Service.

### **Analytics and performance technologies**

These help us understand how Where2Vibe is used and how we can improve it.

They may collect information such as:

- app opens;
- screens viewed;
- website pages visited;
- buttons tapped;
- event views;
- searches;
- saves;
- general feature usage;
- device type;
- app version;
- browser type;
- operating system;
- approximate location from IP address;
- timestamps;
- crash logs;
- performance data.

Where2Vibe may use analytics tools such as PostHog or similar services to understand app usage, user paths, retention, feature performance, and bugs.

Where2Vibe does not use analytics to collect full payment card numbers or full bank account numbers. Payment information is handled by our payment processor, such as Stripe.

## **Security, fraud-prevention, and abuse-prevention technologies**

We may use logs, identifiers, and other technical information to help detect and prevent:

- fake accounts;
- spam;
- scams;
- ticket fraud;
- payment abuse;
- refund abuse;
- chargeback abuse;
- referral or promoter abuse;
- scraping;
- unauthorized automation;
- suspicious login activity;
- unsafe or abusive platform behavior.

This may include IP address, device information, account activity, ticket activity, payment status, referral activity, and related technical logs.

## **Preference technologies**

These may help remember choices such as:

- selected city or area;
- event category preferences;
- display preferences;
- basic app or website settings;
- whether you have already seen certain notices.

## **Marketing and advertising technologies**

Where2Vibe may use advertising pixels, campaign links, or similar technologies to understand whether marketing is working.

These may include tools from platforms such as Meta, TikTok, Google, or similar advertising providers if enabled.

Marketing technologies may help us:

- measure ad performance;
- understand which campaigns led users to Where2Vibe;
- avoid showing the same ad repeatedly;
- improve future marketing;
- create or measure audiences where permitted by law.

Where2Vibe does not sell your personal information for money. However, some privacy laws define "sale," "sharing," or "targeted advertising" broadly to include certain advertising, analytics, pixels, or similar

technologies. If applicable law gives you the right to opt out of those uses, you may contact us at [support@where2vibe.com](mailto:support@where2vibe.com).

### **Push notification technologies**

If you allow push notifications, Where2Vibe may store a push notification token from Apple, Google, Firebase, or another provider so we can send notifications.

Notifications may include:

- event reminders;
- ticket updates;
- refund or cancellation notices;
- address updates;
- group activity;
- host alerts;
- moderation notices;
- security notices;
- app updates.

You can turn off push notifications through your device settings.

## **4. What information may be collected**

Depending on how you use Where2Vibe, cookies and tracking technologies may collect:

- IP address;
- browser type;
- device type;
- operating system;
- app version;
- website pages visited;
- screens viewed;
- event interactions;
- search activity;
- save or interest activity;
- button taps;
- timestamps;
- referring links;
- crash and performance logs;
- approximate location from IP address;
- device or installation identifiers;
- push notification tokens;

- general usage patterns.

We may combine this information with account, event, ticketing, or support information where reasonably needed to operate, secure, personalize, or improve Where2Vibe.

## 5. PostHog and app analytics

Where2Vibe may use PostHog or similar analytics tools to understand how users use the app and website.

This may help us answer questions like:

- which screens users visit most;
- where users drop off;
- which features are confusing;
- whether ticketing or host tools are working;
- how users discover events;
- whether app updates improve the experience;
- where bugs or crashes may be happening.

We use analytics to improve the product, not to expose private user behavior publicly.

Where2Vibe does not currently use full mobile session replay unless we clearly disclose that feature in an updated policy.

## 6. Third-party providers

We may use third-party providers to support cookies, analytics, tracking, app performance, crash reporting, payments, maps, push notifications, hosting, email, SMS, and security.

These providers may process information on our behalf or according to their own terms and privacy policies.

Examples of provider categories include:

- analytics providers;
- app performance and crash-reporting providers;
- cloud hosting providers;
- payment processors;
- map and geocoding providers;
- push notification providers;
- SMS providers;
- email providers;
- advertising or marketing platforms where enabled;
- fraud-prevention or security providers.

Where2Vibe is not responsible for the privacy practices of third-party websites, apps, venues, payment providers, social media platforms, or advertising platforms that we do not control.

## 7. How you can control cookies and tracking

You have several ways to control cookies and tracking.

### Browser controls

Most browsers let you:

- block cookies;
- delete cookies;
- limit third-party cookies;
- clear local storage;
- receive alerts before cookies are stored.

If you block or delete cookies, some website features may not work correctly.

### Device controls

Your device may let you control:

- location access;
- push notifications;
- app tracking permissions;
- advertising identifiers;
- background app activity;
- camera or photo access;
- microphone access;
- other app permissions.

You can usually change these settings through your iOS or Android device settings.

### Advertising controls

Some advertising platforms provide their own opt-out or preference tools. You may also be able to limit ad tracking through your device settings, browser settings, or platform settings.

### Location controls

You can control location access through your device settings.

If you disable location access, Where2Vibe may still work, but nearby events, distance estimates, maps, and local recommendations may be limited.

### Push notification controls

You can disable push notifications through your device settings.

If you disable notifications, you may not receive event reminders, ticket updates, group alerts, host alerts, address updates, refund notices, or other time-sensitive messages.

## 8. Do Not Track

Some browsers offer a "Do Not Track" setting. There is no common industry standard for how websites and apps should respond to these signals.

Where2Vibe may not respond to all "Do Not Track" signals. We will honor legally required opt-out signals where required by applicable law and technically feasible.

## **9. No sale of personal information for money**

Where2Vibe does not sell your personal information for money.

Some laws may define certain analytics, advertising, pixels, or similar technologies as "sale," "sharing," or "targeted advertising," even when no money is exchanged for personal information.

If you believe you have a legal right to opt out of certain tracking, sale, sharing, or targeted advertising, contact us at [support@where2vibe.com](mailto:support@where2vibe.com).

## **10. Changes to this Policy**

We may update this Cookie & Tracking Policy from time to time.

If we make material changes, we will update the "Last updated" date and may provide additional notice through the app, website, email, or another reasonable method.

Your continued use of Where2Vibe after the updated Policy becomes effective means you accept the updated Policy.

## **11. Contact**

If you have questions about this Cookie & Tracking Policy or want to make a privacy-related request, contact us at [support@where2vibe.com](mailto:support@where2vibe.com).