



WishlyBox

Cookie Policy

Effective Date: May 29, 2026

Wishlists, gifts & events — simplified

Version 1.0

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1. What Is a Cookie

A cookie is a small data file stored on your device (computer, tablet, or phone) when you visit a website. Cookies help the website work properly and improve your experience. Some cookies are necessary, while others are only used with your consent.

2. Consent

We only place non-essential cookies after you choose which types to allow. It is entirely voluntary. However, the website may not function optimally if you reject all cookies.

3. Necessary Cookies

These cookies are required for the Services to function and cannot be disabled:

Cookie	Provider	Purpose	Duration
sb-*-auth-token	Supabase	Authentication session	Session

4. Analytics Cookies (Optional)

These cookies help us understand how the Services are used. They are only placed with your consent:

Cookie	Provider	Purpose	Duration
_ga, _ga_*	Google Analytics	Traffic analysis	2 years
ph_*	PostHog	Session replay, feature usage	1 year
amp_*	Amplitude	Product analytics	1 year

5. Third-Party Cookies

Some cookies may be set by third-party services we use. We do not control these cookies. Please refer to their respective cookie policies.

WishlyBox does not use marketing or retargeting cookies. We do not use Meta Pixel, TikTok Pixel, or similar advertising trackers. We do not serve ads.

6. How Long Are Cookies Stored

The storage period varies by purpose. A cookie's lifespan is calculated from your most recent visit. Once expired, it is automatically deleted. Durations are listed in the tables above.

7. How to Manage Cookies

You can manage cookies through your browser settings:

- **Chrome:** Settings → Privacy and Security → Cookies
- **Firefox:** Settings → Privacy & Security → Cookies
- **Safari:** Preferences → Privacy → Manage Website Data
- **Edge:** Settings → Cookies and site permissions

Blocking necessary cookies may prevent the Services from working properly.

8. Do Not Track

We respect Do Not Track browser signals. When DNT is enabled, analytics cookies will not be placed.

9. Changes

This Policy may be updated. The current version is always available on our website.

10. Contact

Questions about cookies: legal@wishlybox.com

This is version 1.0 of WishlyBox's Cookie Policy, dated May 29, 2026.