

Cookie Policy

SideShift Corporation · Effective August 17, 2026

1. Scope

This Cookie Policy applies to SideShift-controlled online surfaces that link to it, including the marketing website at sideshift.app; the web application and account services at app.sideshift.app; SideShift campaign, support, booking, login, and cookie-settings pages; SideShift mobile applications; and the live white-label services at dtc.ugc-analytics.app and shown.ugc-analytics.app (collectively, the "Services").

This policy does not treat sideshift.co, non-production *.vercel.app preview deployments, or other *.ugc-analytics.app origins (other than the live white-label services listed above) as SideShift tracking surfaces. Unused *.ugc-analytics.app hosts are currently iframe allowlist or parent origins rather than configured white-label services. Stripe Checkout at checkout.stripe.com and other third-party destinations are governed by the relevant third party's own practices when they operate independently.

2. Cookies and Similar Technologies

A cookie is a small text file placed on a browser or device. Cookies may be session cookies, which expire when you close your browser, or persistent cookies, which remain for a defined period or until deleted. Cookies may be set by SideShift (first-party cookies) or by another organization whose technology is used through the Services (third-party cookies).

We may also use technologies that perform similar functions, including pixels, tags, scripts, software development kits (SDKs), local storage, session storage, device identifiers, log files, and comparable storage or access technologies. These technologies can recognize a browser or device, maintain a session, remember choices, record events, measure performance, and help us understand whether marketing resulted in visits, registrations, or other conversions.

3. Categories of Technologies We Use

Category	Purpose	Consent / Control
Strictly Necessary	Operate requested features; authenticate users; maintain sessions; route traffic; secure accounts; prevent fraud; remember privacy choices; and support essential payment or account workflows.	Active as needed. These technologies generally cannot be disabled through the cookie-preference tool because the Services may not function properly without them.
Functional and Preference	Remember optional settings and preferences; support enhanced features; and provide a more personalized experience.	Used only where permitted by law and, when required, after your consent.
Analytics and Performance	Measure visits, feature usage, events, sessions, errors, and product performance; understand how	Controlled through the preference tool where integrated. Certain implementations described in

Category	Purpose	Consent / Control
	the Services are used; and improve functionality.	Sections 4 and 5 may operate before an initial choice.
Advertising and Measurement	Measure SideShift marketing campaigns and conversions; attribute visits or registrations; limit repeated advertising; and understand advertising performance.	Controlled through the preference tool where integrated. Certain attribution technologies described in Sections 4 and 5 may operate before an initial choice.

SideShift does not treat a technology as strictly necessary merely because it is commercially useful. A technology qualifies as strictly necessary only where it is essential to transmit a communication or provide an online service or feature that you requested, or where another applicable statutory exception is satisfied.

4. Technologies and Providers Currently Used

The technologies below are used in connection with the marketing website, web application, business dashboard, and iOS application. Appendix A lists the principal cookies and identifiers associated with these technologies.

4.1 Marketing website — sideshift.app

Provider	Category	Purpose / configuration	Activation
Google Analytics 4	Analytics	Direct gtag (G-KGE9BT1EBX) for traffic and usage measurement.	After Analytics consent.
Google Tag Manager	Tag management	GTM-NHDWL2X8 deploys tags under SideShift's category-level consent controls.	Tags activate only after the consent required for their category.
PostHog Cloud US	Analytics	Direct integration; link/button autocapture; cross-subdomain cookie; newsletter email identification. Replay and heatmaps are off on this surface.	After Analytics consent.
Meta Pixel	Advertising	Browser pixel 1432305571358915 on the homepage for visits and conversion measurement.	After Marketing consent.
Microsoft Clarity	Analytics	Behavioral analytics using identifiers including _clk and _clsk.	After Analytics consent.
Callix	Advertising	Cross-domain attribution and pixel conditioning; sends page/referral/click data and can submit contact/form data; identifiable usage retained by the provider up to 24 months.	May activate before a cookie choice is recorded.
SideShift attribution	Advertising / Measurement	First- and last-touch attribution; stores UTMs, click IDs, referrer, landing page, and capture time for joining ad clicks to Stripe.	May be stored before a cookie choice is recorded.

Provider	Category	Purpose / configuration	Activation
Intercom / iClosed	Functional	Support and scheduling functionality on specified landing pages.	May activate on affected pages or when the user requests the feature.
Newsletter storage	Functional	Controls newsletter submission, dismissal, and per-session display state.	May be stored before a cookie choice or when the user submits the form.

4.2 Web application — app.sideshift.app

Provider	Category	Purpose / configuration	Activation
Google Analytics 4	Analytics	Direct gtag (G-GNH8G0DSCC) for traffic and usage measurement.	After Analytics consent.
PostHog Cloud US	Analytics	Two direct projects: a product project associated with Firebase UID and a marketing project associated with email. Dashboard settings control replay, surveys, and heatmaps.	After Analytics consent.
Amplitude	Analytics	Business-dashboard routes only; AMP_* and AMP_MKTG_* identifiers; Firebase UID; session replay at a limited sample.	May activate before a cookie choice is recorded on business routes.
Meta Pixel / Google Ads	Advertising	Meta browser pixel and Google Ads AW-18043448957 for marketing measurement.	After Marketing consent.
DataFast / RB2B	Analytics / Advertising	DataFast visitor/session analytics; RB2B person-level business-visitor identification for US visitors using cookies, IP, and device data.	DataFast after Analytics consent; RB2B after Marketing consent.
Callix	Advertising	Cross-domain advertising attribution; writes Callix and third-party click identifiers and sends page/referral data.	May activate before a cookie choice is recorded.
Firebase Auth	Strictly Necessary	Local authentication persistence in IndexedDB/local storage until logout; no main-app session cookie.	As needed for login and account use.

4.3 Authentication, support, payments, and embedded functions

SideShift also uses Firebase Auth, Google Sign-In, Apple Sign-In, reCAPTCHA v3, Intercom, Whop chat, Stripe.js, iClosed, Cal.com, ImageKit-hosted video, and Beehiiv server-side newsletter services. RevenueCat and Superwall are used in the iOS application. A technology used solely to provide a feature the user expressly requests may be strictly necessary for that interaction; any separate analytics, profiling, or marketing use remains subject to the applicable consent rules.

SideShift uses both the browser-side Meta Pixel and Meta Conversions API. Events may include PageView, AccountCreated, OnboardingCompleted, TrialStarted, and TrialConverted. Data may include hashed email,

name, phone number, city, state, postal code, date of birth, and external_id, together with IP address, user agent, _fbp, and _fbc. Advanced Matching is not enabled in the client snippet. The cookie-preference tool controls browser-side marketing tags. Certain server-side events associated with an account, subscription, or transaction may be processed separately from browser cookies as described in the Privacy Policy. A withdrawal of consent is applied prospectively to future optional browser-side and server-side events.

4.4 Mobile application

The iOS application uses PostHog analytics and session replay, Firebase Analytics, RevenueCat, Superwall, Intercom, and first-party affiliate codes. PostHog replay may collect screenshots, visible text or images, user interactions, and network telemetry. SideShift does not use IDFA, and the application does not include AppsFlyer, Adjust, Branch, or the Meta mobile SDK. Website cookie settings do not necessarily control mobile SDKs; applicable mobile disclosures and controls operate separately.

5. Consent and Legal Bases

Cookies and similar technologies in the European Economic Area are governed by applicable national laws implementing the ePrivacy Directive, together with the EU General Data Protection Regulation where personal data is processed. In the United Kingdom, they are governed principally by the Privacy and Electronic Communications Regulations and the UK General Data Protection Regulation.

SideShift provides a first-party cookie-preference tool on sideshift.app and app.sideshift.app. Optional technologies operate until you withdraw them. The notice offers OK, which continues those technologies, or Manage preferences, where you can turn categories off and save. Choices can be reopened and withdrawn through Cookie Settings. A one-year consent cookie, local storage, and a server-side audit record may be used to remember the choice across relevant SideShift subdomains.

The preference tool controls the technologies integrated with the applicable consent category. Certain technologies may operate before an initial choice is recorded or outside the website preference tool, including Callix, first- and last-touch attribution storage, Amplitude on business-dashboard routes, certain landing-page functionality, and mobile SDKs. Their use and retention are described in Sections 4 and 7 and Appendix A.

Cookie choices apply prospectively. When consent is withdrawn, SideShift stops future optional browser-side and server-side events associated with the withdrawn category. Information lawfully collected before withdrawal may be retained as described in the Privacy Policy. Removing or blocking existing device storage may also require use of browser or device controls.

The preference tool lets you continue optional technologies or withdraw them by category. Withdrawal is available through Manage preferences and Cookie Settings and does not prevent access to core features.

Where information collected through cookies or similar technologies constitutes personal data, SideShift relies on consent for processing tied to consent-controlled technologies. For strictly necessary technologies and related information, SideShift may rely on performance of a contract, compliance with legal obligations, and legitimate interests in operating, securing, and protecting the Services, as applicable. Withdrawing consent does not affect processing that was lawful before withdrawal.

6. Your Cookie Choices

On sideshift.app and app.sideshift.app, optional technologies operate until you withdraw them. The notice lets you continue with OK or open Manage preferences to turn categories off. You may change or withdraw your choice at any time through the Cookie Settings link available through the Services, including at <https://app.sideshift.app/cookie-settings> and <https://sideshift.app/cookie-settings>.

SideShift may store the strictly necessary sideshift_cookie_consent cookie and a corresponding local/server record so that your choices can be honored. If you clear cookies, use a different browser or device, or access the Services without signing in, you may need to make your choices again.

You can also block or delete cookies using browser or device controls. Blocking strictly necessary technologies may prevent certain features from operating, including login, session management, fraud prevention, and saved privacy choices.

7. Retention

Session cookies generally expire when the relevant browser session ends. Persistent cookies and similar identifiers remain for the period stated in Appendix A or in the cookie-preference interface, unless you delete them sooner. We seek to configure retention periods that are proportionate to each purpose and periodically review whether continued storage is necessary.

Information generated through cookies and similar technologies may be retained separately from the cookie itself as described in the Privacy Policy, including where needed for security, fraud prevention, analytics, legal compliance, disputes, or recordkeeping.

8. Browser Signals and Device Controls

Some browsers offer a Do Not Track signal, but there is no uniform standard for interpreting it. SideShift does not currently respond to Do Not Track signals. Where applicable law requires recognition of a legally mandated browser-based preference signal, SideShift will take reasonable steps to recognize that signal for the activities to which it applies.

Mobile operating systems may provide controls for advertising identifiers, tracking permissions, location access, notifications, or other device features. Those controls operate separately from the website cookie-preference tool.

9. Third-Party Services

Third-party providers may process information under their own privacy policies when acting independently. Their technologies, retention periods, and controls may change. SideShift is responsible for configuring its own use of third-party technologies and for providing legally required notice and choices, but it does not control a third party's independent websites or services.

10. Changes to This Cookie Policy

We may update this Cookie Policy to reflect changes in technology, providers, configurations, law, or our practices. We will post the updated version and revise the effective date. If a change materially affects previously collected consent, we may request consent again or provide additional notice.

11. Contact Us

For questions about this Cookie Policy, SideShift's use of cookies or similar technologies, or your privacy choices, contact:

SideShift Corporation

Attn: Canyon Pergande, Privacy Contact

111 Broadway, Suite 503

New York, NY 10006

United States

Email: support@sideshift.app

Appendix A — Cookie and Similar-Technology Inventory

The table below identifies the principal cookies and comparable browser-storage technologies used through the Services. A provider's specific identifier or retention period may vary based on configuration, browser behavior, and service updates. SideShift periodically reviews this inventory and updates it when its practices materially change.

Cookie / Identifier	Provider	Purpose	Category	Duration
sideshift_cookie_consent	SideShift	Store and honor consent choices; .sideshift.app; set when user chooses	Strictly Necessary	1 year
attribution_first	SideShift	Ad attribution; .sideshift.app; write-once; JSON UTMs/click IDs/referral context	Advertising	LP 90d; Apply
attribution_last	SideShift	Ad attribution; .sideshift.app; refreshed; JSON UTMs/click IDs/referral context	Advertising	90 days
_ga / _ga_*	Google Analytics 4	Traffic and usage analytics	Analytics	Up to 2 years
ph_*_posthog	PostHog Cloud US	Product/marketing analytics; cross-subdomain cookie	Analytics	Up to 1 year
AMP_* / AMP_MKTG_*	Amplitude	Business-dashboard device/user/session identifiers; exact suffix requires production API key	Analytics	365 days

Cookie / Identifier	Provider	Purpose	Category	Duration
Amplitude replay IndexedDB	Amplitude	Business-dashboard session replay and interaction capture	Analytics	Provider-configured
_fbp / _fbc	Meta / Callix	Browser and server-linked campaign/conversion measurement	Advertising	90 days (Callix)
_clk	Microsoft Clarity	Marketing-site behavioral analytics and user identifier	Analytics	Up to 1 year
_clsk	Microsoft Clarity	Connect page views within a user session	Analytics	Up to 1 day
callix_sid	Callix	Host-only UUID for cross-domain advertising attribution	Advertising	365 days
_gcl_aw	Callix / Google	Google advertising click attribution; host-only when written by Callix	Advertising	90 days
li_fat_id / callix_ttclid	Callix	LinkedIn and TikTok click attribution; host-only	Advertising	30 days
GTM-NHDWL2X8	Google Tag Manager	Consent-controlled deployment of listed tags; no standalone GTM cookie	Depends on tag	No standalone cookie
datafast_visitor_id	DataFast	Production app visitor analytics after Analytics consent	Analytics	365 days
datafast_visitor_first_seen_at	DataFast	First-seen timestamp after Analytics consent	Analytics	365 days
datafast_visitor_session_count	DataFast	Visitor session count after Analytics consent	Analytics	365 days
datafast_session_id	DataFast	Production app session analytics after Analytics consent	Analytics	30 minutes
Firebase Auth IndexedDB/local storage	Google Firebase	Maintain user authentication	Strictly Necessary	Until logout
CREATOR_PAYOUTS_SESSION	SideShift	iOS payouts WebView session; httpOnly	Strictly Necessary	1 hour
sideshift_admin_session	SideShift	Administrative session; httpOnly; SameSite=Strict	Strictly Necessary	12 hours
ra_sess	SideShift	Recruit workflow CSRF protection	Strictly Necessary	8 hours

Cookie / Identifier	Provider	Purpose	Category	Duration
sidebar:state	SideShift	Remember sidebar interface state	Functional	7 days
ss_newsletter_submitted_at	SideShift / Beehiiv	Remember newsletter submission; Beehiiv submission is server-side	Functional	90 days
ss_newsletter_dismissed_at	SideShift	Remember newsletter popup dismissal	Functional	30 days
ss_newsletter_session_shown	SideShift	Prevent repeat newsletter display during current session	Functional	Session
intercom-*-mp0getbp	Intercom	Support/chat identifiers; exact name maps require production verification	Functional	9mo / 1wk / 270d
RB2B browser identifiers	RB2B	US-only person-level business visitor identification after Marketing consent	Advertising	Provider-controlled
On-demand provider identifiers	Whop / Stripe / Google	Chat, payment, authentication, or security functions requested by the user	Strictly Necessary when requested	Session or provider-controlled