



Cookie and Tracking Disclosure

Effective Date	January 1, 2026
Entity	BIRTHUP, INC.

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BirthUp uses cookies and similar technologies, including pixels, tags, and analytics tools, to operate the Platform and understand how users interact with it.

1. Types of Cookies and Tracking Technologies

- Essential cookies: needed for login, navigation, security, and core site functionality.
- Performance and analytics cookies: help us understand traffic, pages viewed, and user behavior.
- Functional cookies: remember user preferences.
- Advertising and social media cookies or pixels: may help us measure ad performance, build audiences, or show more relevant ads on third-party platforms.

2. Tools We May Use

BirthUp may use tools such as Google Analytics, Meta Pixel, email marketing trackers, heatmaps, session replay tools, embedded video players, and other analytics or marketing technologies.

3. What These Technologies May Collect

- IP address
- browser and device data
- pages visited
- clicks, sessions, and interactions
- referral source
- purchase or sign-up events

4. Your Choices

You may be able to manage cookies through your browser settings, device settings, or cookie banner preferences where available. Blocking some cookies may affect site functionality.

5. Do Not Track

Some browsers offer “Do Not Track” settings. Because there is no universal standard for these signals, BirthUp may not respond to them unless required by law.

6. Contact

For questions about cookies or tracking, contact withbirthup@gmail.com.