

## TRACKSMITH COOKIE POLICY

Last updated: April 2nd, 2026

For a printable version of this Privacy Policy, please click [here](#).

We may use online tracking technologies and code-based tools, including, but not limited to, Software Development Kits (“SDKs”), pixels, and cookies (i.e., advertising or analytics cookies) (collectively, “cookies”) on <https://www.tracksmith.com/> (our “Site”). Cookies are small text files that uniquely identify your browser or device. When you return to a website (or visit a website that uses the same cookies) the website will recognize the cookies and your browsing device. Cookies do many different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience or providing us data about how users navigate through our Site. Cookies and similar technologies may also be used by our online data partners or vendors to associate these activities with other personal data they or others have about you, including by association with your email or home address. We (or service providers on our behalf) may then send communications and marketing to these email or home addresses. To opt-out, please follow the instructions available [here](#).

When you visit our Site for the first time, we will provide you with a notice to let you know how we use cookies, why we use them, and how you can manage cookies.

### **1. How to control or delete cookies**

Some of the cookies we use on our Site are “essential” (as defined below), but there are others that are “non-essential” (also below). You can adjust your settings with respect to these cookies, or opt out of all cookies (including essential cookies), by changing your browser settings so that cookies from our Site cannot be placed on your computer or mobile device. Most browsers will let you control your cookie settings so that you can:

- see what cookies or other locally stored data you’ve got and delete them on an individual basis;
- block third party cookies or similar technology;
- block cookies or similar technology from particular sites;
- delete all cookies or similar technologies when you close your browser.

If you choose to refuse cookies, you may not be able to use the full functionality of our Site. We do not recommend turning all cookies (including essential cookies) off when using our Site as we cannot guarantee that your experience on our Site will be as good as it could otherwise be.

### **2. What types of cookies do we use and how do we use them?**

The types of cookies used by us and our partners in connection with our Site are set out below.

#### *Strictly Necessary Cookies*

These cookies are essential to provide you with our Site and its features. Without these cookies, our Site would not function properly and we would not be able to provide you with services you have asked for, like shopping baskets or e-billing.

### *Performance Cookies*

These cookies collect data about how visitors use a website, for instance which pages visitors go to most often, and if they receive error messages from webpages. These cookies can let us know where visitors came from before landing on our Site (e.g. whether they were directed to our Site via an email from us, or through an advertisement or search engine). All personal data these cookies collect is aggregated and may indirectly identify you when combined with other personal data. Performance cookies are only used to improve how a website works.

### *Functionality Cookies*

Functionality cookies record data about choices you've made (e.g. your username, language or the region you are in) and allow us to tailor our Site to you. They also allow us to remember what items you have recently viewed so you can easily find a product you have just looked at. When you continue to use or come back to our Site, these cookies allow us to provide you with our services as you have asked for them to be provided.

### *Analytics Cookies*

We use analytics cookies to analyze how our Site is accessed, used, or is performing in order to provide you with a better user experience and to maintain, operate and continually improve our Site. Analytics cookies allow us and third parties to know whether you have seen an ad or a type of ad, and how long it has been since you've last seen it. This data is used for frequency capping purposes, to help tailor the ads you see, and to measure the effectiveness of ads.

Although analytics cookies are not essential cookies, they help us to provide you with a better user experience and relevant goods and services.

#### **Analytics cookies**

#### **What It does**

Google Analytics	Google Analytics uses cookies to track user interactions and collect data about how users use our site. This data is used to compile reports and to help us improve our Site. The reports disclose website trends without identifying individual visitors. For more information on Google Analytics, see here. You can opt out of Google Analytics without affecting how you visit our site - for more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a> .
Klaviyo	Klaviyo uses cookies as a part of their web tracking model to gather data about how users use our site and marketing emails to improve conversion rates and email performance.

### *Social Media Cookies*

On some pages of our Site, third parties that provide applications through our Site will set their own cookies in order to track the success of their application or customize the application for you. Because of the way these cookies function, we cannot access these cookies, nor can the third parties access the data collected by cookies we use.

**Social media cookies**

**What It does**

Instagram	Some pages of our Site will contain embedded content, such as photo posts from Instagram. This content is hosted by Instagram.
Facebook	These cookies are also used when you share an article using the sharing button on our Site as Facebook will record that you have done this. If you are logged in to Facebook account, Facebook will be able to link personal data about you with your actions via cookies.
Twitter	These cookies are also used when you share an article using the sharing button on our Site as Twitter will record that you have done this. If you are logged in to your Twitter account, Twitter will be able to link personal data about you with your actions via cookies.
Strava	Some pages of our Site will contain embedded content, such as routes, or event overviews from Strava. This content is hosted by Strava.

*Advertising Cookies*

We allow third-party companies to place cookies on our Site. These cookies enable these companies to track your activity across various sites where they display ads and record your activities so they can show ads across various sites that they consider relevant to you as you browse the Internet. They remember that you have visited a website and share this data with other organizations, including advertisers.

Advertising cookies also allow us and third parties to know whether you have seen an ad or a type of ad, and how long it has been since you've last seen it. This data is used for frequency capping purposes, to help tailor the ads you see, and to measure the effectiveness of ads.

**Advertising Cookies**

**What It does**

Google	Google uses personal data collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of their services. For example, to tailor adverts to make sure they are relevant and of interest to you based on non-PPI data such as browser type, time of day and website visited. See <a href="#">here</a> to find out more.
Facebook	We use Facebook to deliver advertisements across both the Facebook social networking platform and Instagram. Cookies help us show ads to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns. Click <a href="#">here</a> to find out more.

### 3. Marketing Emails

Marketing emails are not based on cookies, but are sent to you if you have signed up to receive these emails, have purchased any of our products or participated in our events. Our emails may have pixels or web beacons which tell us when you have opened our communications. Each of our emails have an “Unsubscribe” link at the bottom of the landing pages to opt out of email marketing. Please note that if you choose to opt-out of marketing emails, you will not automatically be opted-out of advertising cookies. Similarly, if you opt out of advertising cookies through your browser settings, you will not automatically be opted-out of marketing emails.

### 4. Changes to this policy

We will occasionally update this policy to reflect changes in our practices and services. When we post changes to this policy, we will revise the “Last Updated” date at the top of this policy. If we make any material changes in the way we collect, use, and/or share personal data held in cookies, we will notify you by posting a notice of the changes on our Site. We recommend that you check this page from time to time to inform yourself of any changes in this policy or any of our other policies.

### 5. Your Cookie Choices

**Advertising Opt-Out:** In the U.S., you may opt-out of companies participating in the Digital Advertising Alliance (“DAA”) program by opting out at <https://optout.aboutads.info>, <https://youronlinechoices.eu/>, and <https://youradchoices.ca/en/tools>. For information and to download DAA’s AppChoices tool, see <https://youradchoices.com/appchoices>. Note that opting out does not mean you will no longer receive online advertising. It does mean that the company or companies from which you opted out will no longer deliver ads tailored to your preferences and usage patterns.

**Browser Settings:** You may be able to block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. Check your browser’s HELP menu to learn the correct way to change or update your cookies. Please see your mobile phone’s manual for information on how to do this on your phone’s browser.

Browser	Cookie Management Link (as of the date of this Privacy Notice)
Google Chrome	<a href="https://support.google.com/chrome/answer/95647?hl=en">https://support.google.com/chrome/answer/95647?hl=en</a>
Firefox	<a href="https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&amp;redirectlocale=en-US">https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&amp;redirectlocale=en-US</a>
Opera	<a href="https://help.opera.com/en/latest/web-preferences/">https://help.opera.com/en/latest/web-preferences/</a>
Microsoft Internet Explorer	<a href="https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d">https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d</a>

Browser	Cookie Management Link (as of the date of this Privacy Notice)
Apple Safari	<a href="https://support.apple.com/en-il/guide/safari/sfri11471/mac">https://support.apple.com/en-il/guide/safari/sfri11471/mac</a>
Microsoft Edge	<a href="https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09">https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09</a>

Please note that if you use your browser settings to block all cookies (including strictly necessary cookies) you may not be able to access all or parts of our Site.

**Browser “Do Not Track” Signals:** Some browsers offer a “do not track” (“DNT”) option. Because no common industry or legal standard for DNT has been adopted by industry groups, technology companies, or regulators, we do not respond to DNT signals. We will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

## 6. Contact us

If you have any questions or comments about this policy, or privacy matters generally, please contact us via email at [support@tracksmith.com](mailto:support@tracksmith.com).