

# COOKIE POLICY

*Weather My Trip LLC*

*Last updated: May 4, 2026*

This Cookie Policy explains how Weather My Trip LLC (“Company,” “we,” “us,” or “our”) uses cookies and similar technologies on our website at <https://weathermytrip.com> (the “Website”). It explains what these technologies are, why we use them, and your rights to control our use of them. This Cookie Policy should be read together with our Privacy Policy.

## 1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile) when you visit a website. They are widely used to make websites work, or work more efficiently, as well as to provide reporting and personalization information.

Cookies set by the website owner (in this case, Weather My Trip LLC) are called “first-party cookies.” Cookies set by parties other than the website owner are called “third-party cookies.” Third-party cookies enable third-party features or functionality to be provided on or through the website (such as analytics, advertising, and interactive content).

In addition to cookies, we may use other similar technologies, such as web beacons (also called “pixel tags” or “clear gifs”), local storage, and similar tracking technologies. References to “cookies” in this policy include these similar technologies unless otherwise stated.

## 2. Why Do We Use Cookies?

We use cookies for the following reasons:

- To enable the basic functionality and security of the Website (strictly necessary cookies);
- To remember your preferences and improve your user experience (functional cookies);
- To understand and analyze how the Website is used so we can improve it (analytics/performance cookies);
- Where we choose to do so in the future, and only with your consent, to deliver advertising relevant to you and to measure the effectiveness of our campaigns (marketing/advertising cookies).

## 3. Categories of Cookies We Use

The specific cookies served through our Website, and the purposes they perform, are described in the table below. The exact list of cookies and providers may change over time as we update

the Website; the most current details are available through our cookie banner / preference center.

Category	Purpose	Examples	Legal basis (EEA/UK)
Strictly necessary	Required for the website to function (e.g., load balancing, security, session management). These cookies cannot be switched off.	Session cookies, security cookies, load-balancer cookies	Legitimate interests / no consent required
Functional	Remember your preferences and choices (e.g., language, region) to provide a more personalized experience.	Language preference, region preference	Consent
Analytics / Performance	Help us understand how visitors interact with the website so we can measure and improve performance.	Google Analytics, Plausible, Hotjar (or equivalent)	Consent
Marketing / Advertising	Used to deliver relevant advertising and to measure the effectiveness of our campaigns. We do not currently use these cookies but may do so in the future, with your consent.	Meta pixel, LinkedIn Insight Tag, Google Ads (if/when activated)	Consent

## 4. How Can You Control Cookies?

You have the right to decide whether to accept or reject non-essential cookies. You can exercise your cookie preferences in the following ways:

**Cookie banner / preference center.** When you first visit the Website, we will present a cookie banner that allows you to accept or reject categories of non-essential cookies. You can change your preferences at any time by clicking “Cookie Settings” in the footer of the Website.

**Browser controls.** Most browsers allow you to view, manage, delete, and block cookies through their settings. The procedure varies by browser; please consult the help section of your browser. Please note that if you choose to reject cookies, you may still use the Website, but your access to some functionality and areas may be restricted.

**Opting out of analytics.** To opt out of being tracked by Google Analytics across all websites, you can install the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**Opting out of interest-based advertising.** If we use advertising cookies in the future, you may opt out via industry tools such as the Digital Advertising Alliance (<https://www.aboutads.info/choices>), the Network Advertising Initiative (<https://optout.networkadvertising.org>), and the European Interactive Digital Advertising Alliance (<https://www.youronlinechoices.eu>).

**Do-Not-Track.** As described in our Privacy Policy, we do not currently respond to Do-Not-Track browser signals.

## 5. Cookies Set by Third Parties

Some cookies on our Website are set by third parties. These third parties may include, for example, analytics providers, content delivery networks, and (in the future, with your consent) advertising partners. We do not control the cookies placed by these third parties, and you should consult their respective privacy and cookie policies for information on their practices and on how to opt out.

## 6. How Long Are Cookies Stored?

The length of time a cookie remains on your device depends on whether it is a “session” cookie or a “persistent” cookie. Session cookies last only until you close your browser. Persistent cookies last until they expire or are deleted. The retention period for each persistent cookie is set out in our cookie preference center.

## 7. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, regulation, or our business practices. The “Last updated” date at the top of this policy indicates when it was most recently revised. We encourage you to review this Cookie Policy periodically to stay informed about our use of cookies.

## 8. Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at:

**Weather My Trip LLC**

Attn: Privacy

[Registered office address — to be inserted]

Email: [privacy@weathermytrip.com](mailto:privacy@weathermytrip.com)

— *End of Cookie Policy* —