



Cookie Notice

XP

Last updated November 5, 2025

XP and Captain XYZ, Inc. (“Captain XYZ,” “we,” “us,” or “our”) uses cookies and similar technologies to operate our website, enhance your experience, and support personalized marketing. This Cookie Notice explains what these technologies are, how we use them, and how you can control your choices.

This Cookie Notice is part of our [Privacy Policy](#) and may be updated periodically. Please review it regularly to stay informed about any changes.

1. What Are Cookies and Similar Technologies?

Cookies are small data files stored on your device when you visit a website. They help recognize your device, remember your preferences, and enable certain functionality. Similar technologies may include:

- Pixels or Web Beacons: Transparent images or scripts that track behavior on web pages (e.g., Meta Pixel, Google Ads)
- Local Storage and SDKs: Client-side storage or app-based technologies
- Session Recording Tools: Used to understand site usage and troubleshoot issues (e.g., LogRocket)

Throughout this notice, we refer to all of these as “cookies.”

2. How We Use Cookies

We and our third-party service providers (like Meta and Google) use cookies to:

- Deliver the website and core functionality
- Understand visitor behavior (page views, clicks, time on site)
- Improve site performance and troubleshoot errors
- Personalize content and offers
- Deliver targeted advertising based on your browsing activity

2. Types of Cookies We Use

We use both first-party cookies (set by us) and third-party cookies (set by others). Each falls into one of the categories below:

Category	Purpose	Examples / Notes
Strictly Necessary Cookies	Essential for site operation: security, payment processing, and account login. These do not require consent.	Session ID, authentication tokens
Functional Cookies	Remember preferences such as language or region and improve usability.	Saved settings, remembered log-ins
Analytics Cookies	Help us understand how visitors use the site and improve performance.	Google Analytics (_ga), LogRocket session analytics
Advertising / Marketing Cookies	Allow us and partners like Meta (Facebook) or Google Ads to show relevant promotions and measure campaign performance.	Meta Pixel (_fbp), Google Ads (_gcl_au)

Some cookies are session-based (deleted when you close your browser), while others are persistent (stored for a set period).

3. How We Use Cookies

We use cookies to:

- Enable secure sign-in and transactions
- Remember your preferences and improve navigation
- Analyze site traffic and measure effectiveness
- Show personalized content and promotions (only after you consent)

Some cookies come from third parties that help us deliver these functions. For example:

- Meta: Ad measurement and retargeting
- Google (Google Ads / Analytics): Ad measurement, retargeting, conversion tracking, and site performance
- LogRocket: User-session analysis for troubleshooting and site improvement

Each provider's use of data is governed by its own privacy policy.

4. Your Choices and Control

You control how cookies are used.

- **Cookie Banner / Preferences:** When you first visit our site, you can choose which categories of cookies to allow. You can change or withdraw consent anytime in your [Cookie Preferences](#).
- **Browser Settings:** You may block or delete cookies through your browser. Instructions are available here:
 - [Chrome](#) | [Safari](#) | [Firefox](#)
- Opt-Out Links:
 - Meta Ads Preferences - facebook.com/adpreferences
 - Google Ads Settings - adssettings.google.com
 - Network Advertising Initiative - optout.networkadvertising.org

Please note that disabling certain cookies may affect how our site functions.

5. Data Retention and Security

Cookie data is retained only as long as necessary for its stated purpose and is protected through technical and organizational safeguards. We do not use cookies to collect sensitive personal information such as payment details, health data, or government IDs.

6. Contact Us

If you have any questions about our use of cookies or this Cookie Notice, please contact us by email at privacy@xp.tickets.