

# Cookie Policy

Last updated: 4 June 2026

This Cookie Policy explains how cookies and similar technologies are used on the PAYALLY GLOBAL website at payally.com.

This Cookie Policy should be read together with the relevant privacy notices available on the website.

## 1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They help websites operate properly, keep services secure, remember certain information and understand how the website is used.

Similar technologies may include pixels, tags, scripts, local storage and other technologies that store information on, or access information from, your device.

## 2. How cookies are used on the PAYALLY GLOBAL website

Cookies and similar technologies are used on the PAYALLY GLOBAL website to:

- keep the website secure and working properly;
- support essential website functionality;
- enable form submission and selected website features;
- remember your cookie preferences;
- understand how the website is used and improve website performance; and
- measure the effectiveness of communications, campaigns or marketing activity where such tools are introduced.

Optional cookies are used only where you have given your consent.

At the date of this Cookie Policy, optional cookies are used on the PAYALLY GLOBAL website for analytics purposes through Google Analytics 4. Functional and marketing cookies are not currently used, but may be introduced in the future only in accordance with this Cookie Policy and applicable consent requirements.

## 3. Cookie categories

The PAYALLY GLOBAL website uses, or may use, the following cookie categories.

### Essential cookies and similar technologies.

Essential cookies and similar technologies are required for the secure and proper operation of the website. They support core functionality, website security, network management, form submission and the storage of cookie preferences.

Essential cookies and similar technologies are always active because the website cannot function properly without them. They do not require consent.

### Analytics cookies

Analytics cookies help understand how visitors use the website and help improve website performance.

The PAYALLY GLOBAL website uses Google Analytics 4 for analytics purposes. Google Analytics 4 may set first-party cookies to distinguish users and sessions and to generate information about website usage and performance.

Analytics cookies are used only with your consent.

### Functional cookies

Functional cookies support selected website features or remember choices where such features are introduced.

Functional cookies are not currently used on the PAYALLY GLOBAL website. If functional cookies are introduced in the future and are not strictly necessary for the website to work properly or to provide a feature requested by you, they will be used only with your consent.

### Marketing cookies

Marketing cookies may be used to measure the effectiveness of communications, campaigns or marketing activity where such tools are introduced.

Marketing cookies are not currently used on the PAYALLY GLOBAL website. If marketing cookies are introduced in the future, they will be used only with your consent.

## 4. Cookies currently used

At the date of this Cookie Policy, the optional analytics cookies used on the PAYALLY GLOBAL website are related to Google Analytics 4.

Cookie name	Category	Provider	Purpose	Typical duration
._ga	Analytics	Google	Used to distinguish users.	Up to 2 years
._ga_<container-id>	Analytics	Google	Used to persist session state.	Up to 2 years

The exact cookie name for `._ga_<container-id>` may vary depending on the Google Analytics 4 property or container used on the website.

The website may also use essential cookies or similar technologies to remember your cookie preferences and operate the cookie settings tool. These are necessary for the website to respect and apply your choices.

Cookie duration may also be affected by your browser settings, device settings, cookie settings, changes made by the relevant provider or manual deletion of cookies.

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## 5. Managing your cookie choices

When you visit the website, you can choose whether to accept or reject optional cookies.

You can also manage your cookie preferences at any time through **Cookie Settings** on the website.

You may withdraw or change your consent at any time. If you withdraw consent, optional cookies will no longer be used for the relevant purposes. Essential cookies and similar technologies will remain active because they are necessary for the website to work properly and to remember your choices.

You can also block or delete cookies through your browser settings. Please note that blocking essential cookies or similar technologies may affect how the website works.

## 6. Google Analytics 4

Google Analytics 4 is provided by Google and helps generate information about how visitors use the website, including website usage, page interactions, device and browser information, approximate location information and performance information.

Google Analytics 4 is used on the PAYALLY GLOBAL website only with your consent.

Google may process information in accordance with its own privacy notices and terms. Further information about Google's use of data is available from Google.

## 7. Third-party cookies and service providers

Some cookies or similar technologies may be provided by third-party service providers that help operate the website, analyse performance, support selected website features or measure communications.

Non-essential third-party cookies are used only with your consent.

Third-party providers may process information in accordance with their own privacy or cookie notices.

## 8. Personal data

Some cookies and similar technologies may involve the processing of personal data, such as online identifiers, device information, browser information, website usage information or approximate location information.

Where personal data is processed, it is handled in accordance with applicable data protection laws and the relevant privacy notices available on the website.

## 9. Changes to this Cookie Policy

This Cookie Policy may be updated from time to time, including where the cookies or similar technologies used on the website change. The updated version will be published on this page with a revised "Last updated" date.

## 10. Legal information

PAYALLY GLOBAL trademark belongs to **Andzejevski Holding OU**.

Financial services related to transactions in national currencies are provided and managed by **PayAlly Limited**, authorised and regulated by the **Financial Conduct Authority**, Reference No. **944721**.

Financial services involving transactions in national currencies and digital currency exchanges in the Canadian market are provided and managed by **PA West Services LTD.**, authorised and regulated by **FINTRAC**, License No. **M23074796**.

Financial services related to virtual currency exchanges and virtual currency transfers are provided and managed by **SRO Swiss Secure Digital Solutions AG**, which is a member of the **VQF association**.

## 11. Contact

If you have any questions about this Cookie Policy or the use of cookies on the PAYALLY GLOBAL website, please contact us at [info@payally.com](mailto:info@payally.com).