

## Vita 180

### Cookies Policy

**Effective Date:** May 20, 2026

This Cookies Policy ("Policy") explains how Vita 180 LLC ("we," "us," or "our") uses cookies and similar tracking technologies when you visit our website at [www.vita180.com](http://www.vita180.com) ("Site"). This Policy is intended to comply with applicable U.S. state privacy laws. By using our Site, you agree that we may store and access cookies as described in this policy.

#### 1. What Are Cookies?

Cookies are small text files placed on your device by websites you visit. They are widely used to make websites work, enhance user experience, and provide information to website owners. Cookies may be "session" cookies (deleted when you close your browser) or "persistent" cookies (stored until they expire or you delete them). We also use related technologies such as pixels, tags, and scripts. All of these are referred to as "cookies" in this policy.

Cookies set by us are called "first-party cookies." Cookies set by parties other than us are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the Site (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the Site and also when it visits certain other websites.

#### 2. Purpose of Cookies

The purpose of a Cookie is to identify the user as a unique user of the Site. For example, we use Cookies to customize your experience on the Site to your interests, to ensure that you do not see the same informational messages repeatedly, and to store your username so you do not have to re-enter it each time you visit the Site.

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for the Site to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on the Site. Third parties serve cookies through the Site for advertising, analytics, and other purposes. This is described in more detail below.

#### 3. Types of Cookies We Use

- a. **Strictly Necessary Cookies.** These cookies are essential for our website to operate. They enable functions such as:
  - Allowing you to browse the Site and access secure areas (if appropriate credentials are used).
  - Maintaining your shopping cart and remembering items added to it.
  - Processing payments and preventing fraudulent transactions.
  - Enabling account login and session management.

Without these cookies, the Site cannot function properly.

- b. Performance and Analytics Cookies.** These cookies help us understand how users use our Site so that we can improve performance. Examples include:
- Tracking page visits, product views, and navigation paths.
  - Measuring load times and site functionality.
  - Understanding which of our products, services, or features are most popular.

We may use third-party tools (e.g., Google Analytics) for these purposes.

- c. Functional Cookies.** These cookies allow us to enhance your experience while using our Site by remembering:
- Your preferences (e.g., language, region, currency).
  - Saved login details.
  - Items you viewed or added to a wish list.
  - Personalized product recommendations.

These cookies help provide a smoother, more convenient user and shopping experience.

- d. Targeting/Advertising Cookies.** These cookies help us show you products and offers that may interest you. They may:
- Display personalized ads for our products on other websites.
  - Measure the success of marketing campaigns.
  - Limit how often you see an ad.
  - Track whether you complete a purchase after clicking an ad.

We may allow approved advertising partners to place cookies or pixels (e.g., Meta/Facebook Pixel, Goggle Ads, TikTok Pixel) on our Site.

#### **4. Third-Party Cookies**

Some cookies set on our Site are set by third parties, such as:

- Analytics providers (e.g., Google Analytics).
- Payment processors and fraud prevention tools.
- Advertising and marketing partners.
- Social media platforms with embedded features or pixels.

These providers may use cookies in accordance with their own privacy policies. We do not control their technologies.

#### **5. Cookie Management and Your Choices**

You have the right to control the use of certain cookies:

- **Browser Settings.** Most web browsers automatically accept cookies, but you can modify your browser settings to decline cookies or delete existing cookies. In order to do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools”, or “Edit” menu of your browser).

If you choose to decline cookies, some Site features may not function properly. If you decline cookies, you assume all responsibility for any resulting loss of functionality.

- **Cookie Preference Tools.** We provide a cookie consent banner when you first visit our Site. You can use our cookie consent banner or browser cookie settings tool to manage your preferences at any time.
- **Do Not Track.** The Site does not have a mechanism to respond to “Do-Not-Track” requests.
- **Analytics Opt-Out Tools.** Examples include Google Analytics Opt-Out Browser Add-On: <https://tools.google.com/dlpage/gaoptout>.
- Advertising Opt-Out Tools. You may opt-out of interest-based advertising through:
  - Digital Advertising Alliance (DAA): <https://optout.aboutads.info/>.
  - Network Advertising Initiative (NAI): <https://thenai.org/how-to-opt-out/>.

To learn more about cookies and how to manage them, go to <https://allaboutcookies.org/>.

## **6. Sale or Sharing of Personal Information**

We do not sell personal information collected through cookies, as defined under applicable U.S. state privacy laws. If we engage in sale or sharing of personal information for cross-context behavioral advertising, we will provide appropriate notice and enable you to opt-out.

## **7. Third Party Cookies**

As stated above, some cookies on our Site are set by third parties such as analytics providers or advertisers. We do not control these cookies. For more information, please review the privacy and cookies policies of these third parties.

## **8. Children’s Privacy**

Our Site is not intended for children under the age of 13, and we do not knowingly collect personal information via cookies from children under 13.

## **9. Updates to this Cookies Policy**

We may update this Policy from time to time. Any changes will be posted on this page with an updated effective date. Please review this Policy periodically.

## **10. Contact Us**

If you have any questions about this Cookies Policy or our use of cookies, please contact us at [info@vita180.com](mailto:info@vita180.com).

By continuing to use our Site, you consent to the use of cookies as described in this Policy.

### **Cookies Banner Notice Language**

We use cookies and similar technologies to improve your experience at our website, provide personalized content, and analyze our traffic. By using our site, you agree to our use of cookies. For more information, see our Cookies Policy.

[OK]

[View Cookies Policy]