

Helix Cookie Policy

Last updated: 22 October 2026

This is a directly accessible copy of the relevant Helix policy provisions. Read it together with the Terms of Service and Privacy Policy. Required individual choices and applicable mandatory rights remain separate.

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Part 1. Cookie and Similar Technologies Policy

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1 Operator and scope

Helix Match Global Inc., 254 Chapman Rd., Ste 209, Newark, DE 19702, United States, operates HelixMatchGlobal.com and the Helix app. Contact Legal@helixmatchglobal.com. This policy supplements the Privacy Policy and covers cookies, app SDKs, local storage, pixels and comparable device-access technologies actually deployed. It does not authorise hypothetical future trackers.

2 Necessary technologies

Session, authentication, security, load-balancing and preference-record technologies may be used to provide a requested function or meet security needs. Strict necessity is assessed by purpose and local law; it does not permit unrelated analytics or advertising. Operational logs can exist separately from browser cookies and remain subject to the Privacy Policy. Blocking necessary technologies may prevent login or security functions.

3 Optional analytics and preferences

Google Firebase Analytics is used for app usage/performance analytics. Depending on configuration, it processes app-instance/device identifiers, technical information and usage events and may use provider infrastructure outside the hosting regions stated for Helix. Firebase is a third-party service; this is processing even though Helix does not sell user data. Google explains its practices at <https://firebase.google.com/support/privacy>.

Optional analytics and non-essential preference technologies must not activate before consent where required. We do not use genetic reports, condition selections, reproductive documents, private messages, images, prompts or phenotype inputs as analytics event payloads. Information that can be linked to a person is not anonymous simply because names are removed.

4 Advertising and future systems

This policy does not authorise sensitive-data advertising, cross-site marketing trackers or a future analytics vendor. We do not sell personal information or share it for cross-context behavioural advertising under the current Privacy Policy. New technologies require a purpose, necessity and privacy assessment, revised disclosures and any required prior consent. We do not relabel advertising as necessary security.

5 Choices and consent

Where required, the website/app provides accept, reject and customise choices for non-essential technologies, with rejection as accessible as acceptance, optional categories off until chosen and a way to change choices. These choices must operate before optional access, not merely hide a banner. You may also contact Legal@helixmatchglobal.com to withdraw optional analytics consent.

Browser settings may block or erase cookies. App settings and device controls may apply to SDKs and identifiers. Controls vary by browser/device; browser deletion is not account deletion or automatic withdrawal of all genetic/AI permissions. Turning off analytics should not prevent unrelated essential use. We process applicable Global Privacy Control or other legally recognised signals as required.

Consent records identify the choice, notice version, time and relevant device/account context without using unnecessary sensitive data. Withdrawal stops future optional access but does not make earlier lawful processing unlawful. Deleting device storage may require you to set preferences again.

6 Technology inventory and duration

Necessary session/security records last for the relevant session or proportionate security period; persistent preferences last only as needed for the selected function. Optional analytics identifiers and events follow the actual configured retention limits and applicable law. We do not represent every item as a session cookie or rely on a provider's longest default period without assessing necessity.

The deployed website/app must provide a current technology inventory identifying each actual cookie/storage key or SDK, provider, purpose, essential/optional status and expiry or retention period before consent where required. Provider categories are not a substitute for that inventory. Ask Legal@helixmatchglobal.com for details or to report an unlisted technology. This policy does not permit deploying an undisclosed optional tracker.

7 International handling and security

AWS hosts Helix systems in Virginia and Stockholm; Firebase processing is not necessarily limited to those regions. Transfers require applicable safeguards; see the Privacy Policy. We limit access, apply appropriate safeguards and retain choice records only for a justified compliance period. No system is absolutely secure; statutory obligations and remedies remain.

8 Changes and complaints

We date updates and obtain fresh consent when needed before material technology or purpose changes. Questions, preference requests and complaints may be sent to Legal@helixmatchglobal.com or the company address above. You may complain to the competent regulator. Mandatory privacy and electronic-communications rights are not waived.

9 Cookie types related technologies and controls

A first-party technology is set by Helix; a third-party technology is set by another provider. Session storage ordinarily ends with a session, while persistent storage remains for its disclosed lifetime unless removed earlier. Pixels, beacons, tracking links, local storage, app-instance identifiers and SDKs can perform similar device-access or measurement functions; calling one an SDK does not remove applicable consent requirements. Necessary security and authentication functions differ from optional analytics or campaign measurement.

Firebase Analytics is the confirmed analytics service. No Google Maps, social-network plugin, advertising network, email-tracking pixel, contact upload, cross-device advertising graph or automatic photo-optimisation tool is represented as deployed merely by this policy. If an optional embedded third-party service is offered, we identify the provider, data access, purpose and required choice before activation. Third-party links may use separate policies when you leave Helix; they do not excuse our own disclosures.

Non-essential analytics, performance measurement, social sharing and advertising categories must be classified by their actual purpose. No current advertising or social-cookie deployment is authorised here. Information linked with account or device records remains personal information. Health/genetic fields, private content and AI inputs/outputs must not become analytics labels, URLs or event properties.

You can reject or later withdraw optional technologies through the applicable cookie/privacy controls or contact Legal@helixmatchglobal.com. We do not treat continued browsing, a preselected box or an operating-system permission as the separate consent required for another purpose. Browser clearing or identifier reset may require you to set preferences again and does not erase server records automatically. Choices may differ between devices and between the website and app; essential security records and your other feature permissions remain separate. Opt-out industry tools do not replace Helix's own duties or control every provider.

The current inventory must identify actual keys/SDKs, provider identity and privacy link, purpose, category and lifespan or configured retention. We explain material changes and obtain renewed consent where needed before a new purpose begins. We do not invent cookie names or expiration periods. The Privacy Policy, California notice and account-deletion notice provide additional controls and request routes.

10 Browser signals and independent controls

A general browser Do Not Track setting and a legally recognised opt-out preference signal are different. We do not interpret an ambiguous signal as affirmative consent. We honour signals such as Global Privacy Control to the extent required, alongside the choices described above. A Google Analytics browser add-on does not necessarily control Firebase app analytics. Use the relevant app/device privacy controls or contact Legal@helixmatchglobal.com for the applicable Helix choice. Independent industry advertising tools do not operate every tracker or replace a required Helix opt-out.