

## **Privacy Policy**

Effective date: 24<sup>th</sup> April 2020

We at Zilingo (hereinafter referred to as “Zilingo or Company”) know you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our Privacy Policy. **By using or accessing the Services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways.**

Remember that your use of Zilingo's Services is at all times subject to our [Terms of Use](#), which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Use.

### **What does this Privacy Policy cover?**

This Privacy Policy covers our treatment of personally identifiable information ("Personal Data") that we gather when you are accessing or using our Services, but not to the practices of companies we don't own or control, or people that we don't manage. We gather various types of Personal Data from our users, as explained in more detail below, and we use this Personal Data internally in connection with our Services, including to personalize, provide, and improve our services, to allow you to set up a user account and profile, to contact you and allow other users to contact you, to fulfill your requests for certain products and services, and to analyze how you use the Services. In certain cases, we may also share some Personal Data with third parties, but only as described below.

### **What Information does Zilingo Collect?**

We collect Personal Data about you when you provide such information directly to us, when third parties such as our business partners or service providers provide us with Personal Data about you, or when Personal Data about you is automatically collected in connection with your use of our Services.

#### *Information You Provide to Us:*

We receive and store any information you provide to us. For example, through the registration process and/or through your account settings, we may collect Personal Data such as the following:

- First and last name
- Username
- Password
- Email address
- Contact information
- Addresses

- Financial or payment information
- Anything you upload, post or choose to share (for example, comments and posts you submit publically, photographs you upload, etc.), which can include Personal Data if you include Personal Data in such content
- Biometric information
- Other data collected that could directly or indirectly identify you
- Data collected from other marketplace accounts to provide the services as listed below

Please note that certain information may be required to register with us or to take advantage of some of our features.

*Information Collected Automatically*

Whenever you interact with our Services, we automatically receive and record information on our server logs from your browser or device, which may include the following:

- IP address
- Device identifiers and information
- Web browser information
- Page view statistics
- Browsing history
- Usage information
- Cookies and certain other tracking technologies (e.g. web beacons, pixel tags, SDKs, etc.) -- for more information, see below
- Location information (e.g. IP address, zip code)
- Log data (e.g. access times, hardware and software

information) Additional Information about Cookies:

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs, and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser and tell us how and when you visit and use our Site and Services, to analyze trends, learn about our user base and operate and improve our Services. Cookies are small files – usually consisting of letters and numbers – placed on your computer, tablet, phone, or similar device when you use that device to visit our Site. We sometimes combine information collected through Cookies that is not Personal Data with Personal Data that we have about you, for example, to tell us who you are or whether you have an account with us. We may also supplement the information we collect from you with information received from third parties.

Cookies can either be “session Cookies” or “persistent Cookies”. Session Cookies are temporary Cookies that are stored on your device while you are visiting our Site or using our Services, whereas “persistent Cookies” are stored on your device for a period of time after you leave our Site or Services. The length of time a persistent Cookie stays on your device varies from Cookie to Cookie. We use persistent Cookies to store your preferences so that they are available for the next visit, and to keep a more accurate account of how often you visit our Services, how often you return, how your use of the Services may vary over time. We also use persistent Cookies to measure the effectiveness of advertising efforts. Through

these Cookies, we may collect information about your online activity after you leave our Services. Your browser may offer you a “Do Not Track” or “DNT” option, which allows you to signal to operators of websites, and web applications, and services that you do not wish such operators to track certain of your online activities over time and across different websites. Because we collect browsing and persistent identifier data, the Services do not support Do Not Track requests at this time, which means that we may collect information about your online activity both while you are using the Services and after you leave our properties.

Some Cookies are placed by a third party on your device and may provide information to us and third parties about your browsing habits (such as your visits to our Site or Services, the pages you have visited and the links and advertisements you have clicked). These Cookies can be used to determine whether certain third party services are being used, to identify your interests, to retarget advertisements to you and to serve advertisements to you that we or others believe are relevant to you. We do not control third party Cookies.

We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies that are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Site or Services. Disabling these Cookies may make certain features and services unavailable.
- **Functionality Cookies.** Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Site and Services such as by collecting information about the number of visitors to the Site, what pages visitors view on our Site and how long visitors are viewing pages on the Site. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising. For example, Google, Inc. (“Google”) uses cookies in connection with its Google Analytics services. Google’s ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt out of Google's use of cookies by visiting the Google advertising opt-out page at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.
- **Retargeting/Advertising Cookies.** Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled “Additional information about interest-based advertisements.”

You can decide whether or not to accept Cookies. One way you can do this is through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as

(depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your computer. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some Services and functionalities may not work.

To explore what Cookie settings are available to you, look in the “preferences” or “options” section of your browser’s menu.

Additional information about interest-based advertisements:

We may serve advertisements, and also allow third party ad networks, including third party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements through the Services. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors (“Interest-Based Ads”). Information for Internet-Based Ads (including Personal Data) may be provided to us by you, or derived from the usage patterns of particular users on the Services and/or services of Third Parties. Such information may be gathered through tracking users’ activities across time and unaffiliated properties. To accomplish this, we or our service providers may deliver Cookies, including a file (known as a “web beacon”) from an ad network to you through the Services. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Web beacons allow ad networks to view, edit or set their own Cookies on your browser, just as if you had requested a web page from their site.

- Through the Digital Advertising Alliance (“DAA”) and Network Advertising Initiative (“NAI”), several media and marketing associations have developed an industry self-regulatory program to give consumers a better understanding of and greater control over ads that are customized based on their online behavior across different websites. To make choices about Interest-Based Ads from participating third parties, including to opt out of receiving behaviorally targeted advertisements from participating organizations, please visit the DAA’s or NAI’s consumer opt out pages, which are located at <http://www.networkadvertising.org/choices/> or [www.aboutads.info/choices](http://www.aboutads.info/choices). Users in the European Union should visit the European Interactive Digital Advertising Alliance’s user information website <http://www.youronlinechoices.eu/>.

#### *Information We Receive From Third Party Sources*

Some third parties such as our business partners and service providers provide us with Personal Data about you, such as the following:

- Information from our service providers: We receive information collected by third parties about your use of the Services. For example, we may use analytics service providers to analyze how you interact and engage with the Services and our advertisements, so we can learn and make enhancements to offer you a better experience. Some of these entities may use cookies, web beacons and other

technologies to collect information about your use of the Services and other websites, which may include tracking activity across time and unaffiliated properties, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. Third parties may also help us provide you with customer support, and provide us with information so that we may help you use our Services.

- **Data Collected:** Zilingo Connect unified data interface allows you to get and manage information from stores that are based on different shopping platforms. We collect your data (such as login and authentication information necessary to maintain connection, order, sales, pricing, logistics and inventory information) from different shopping platforms when delivering our Services to you to ensure necessary and optimal performance. We control our data collection, storage and processing practices to prevent unauthorized access to Zilingo systems. This data will be used by Zilingo to improve the services and overall business development of Zilingo.
- **Account information for third party services:** If you provide your third-party account credentials to us or otherwise sign in to the Services through a third party site or service, you understand some content and/or information in those accounts (“Third Party Account Information”) may be transmitted into your account with us if you authorize such transmissions, and that Third Party Account Information transmitted to our Services is covered by this Privacy Policy; for example, information from your public profile, if the third party service and your account settings allow such sharing. The information we receive will depend on the policies and your account settings with the third party service.
- **Information from our advertising partners:** We receive information about you from some of our service providers who assist us with marketing or promotional services related to how you interact with our websites, applications, products, services, advertisements or communications.

### **How Do We Use Your Personal Data?**

We process Personal Data to operate, improve, understand and personalize our Services. For example, we use Personal Data to:

- Communicate with you about the Services, including Service announcements, updates or offers
- Provide support and assistance for the Services
- Personalize website content and communications based on your preferences
- Create and manage user profiles
- Respond to user inquiries
- Fulfill user requests
- Comply with our legal or contractual obligations
- Resolve disputes
- Protect against or deter fraudulent, illegal or harmful actions
- Enforce our Terms of Use

As noted above, we may communicate with you if you've provided us the means to do so. For example, if you've given us your email address, we may send you promotional email offers on behalf of other businesses, or email you about your use of the Services. Also, we may receive a confirmation when you open an email from us. This confirmation helps us make our communications with you more interesting and improve our services. If you do not want to receive communications from us, please indicate your preference by emailing us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com)

We will only process your Personal Data if we have a lawful basis for doing so. Lawful bases for processing include consent, contractual necessity and our "legitimate interests" or the legitimate interest of others, as further described below.

- **Contractual Necessity:** We process the data that you provide to us as a matter of "contractual necessity", meaning that we need to process that data to perform under our Terms of Use with you, which enables us to provide you with the Services. When we process data due to contractual necessity, failure to provide such Personal Data will result in your inability to use some or all portions of the Services that require such data.
- **Legitimate Interest:** We process all categories of your Personal Data when we believe it furthers the legitimate interest of us or third parties. Examples of these legitimate interests include:
  - Operation and improvement of our business, products and services
  - Marketing of our products and services
  - Provision of customer support
  - Protection from fraud or security threats
  - Compliance with legal obligations
  - Completion of corporate transactions
- **Consent:** In some cases, we process Personal Data based on the consent you expressly grant to us at the time we collect such data. When we process Personal Data based on your consent, it will be expressly indicated to you at the point and time of collection.
- **Other Processing Grounds:** From time to time we may also need to process Personal Data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.

### **Will Zilingo Share Any of the Personal Data it Receives?**

We may share your Personal Data with third parties as described in this section:

#### *Data That's Been De-identified*

We may de-identify your Personal Data so that you are not identified as an individual, and provide that information to our partners. We may also provide aggregate usage information to our partners (or allow partners to collect that information from you), who may use such information to understand how often and in what ways people use our Services, so that they, too, can provide you with an optimal online experience. However, we never disclose aggregate usage or de-identified information to a partner (or allow a partner to collect such

information) in a manner that would identify you as an individual person.

### Service Providers

We share Personal Data with vendors, third party service providers, and agents who work on our behalf and provide us with services related to the purposes described in this Privacy Policy or our Terms of Use. These parties include:

- Payment processors
- Fraud prevention service providers
- Ad networks
- Analytics service providers
- Staff augmentation and contract personnel
- Hosting service providers
- Co-location service providers
- Telecommunications service providers

Unless we tell you differently, our agents do not have any right to use the Personal Data we share with them beyond what is necessary to assist us.

### Affiliated Businesses

In certain situations, businesses or third party websites we're affiliated with may sell or provide products or services to you through or in connection with the Services (either alone or jointly with us). You can recognize when an affiliated business is associated with such a transaction or service, and we will share your Personal Data with that affiliated business only to the extent that it is related to such transaction or service. We have no control over the policies and practices of third party websites or businesses as to privacy or anything else, so if you choose to take part in any transaction or service relating to an affiliated website or business, please review all such business' or websites' policies.

### Data Shared at Your Request

We also share Personal Data when necessary to complete a transaction initiated or authorized by you or provide you with a product or service you have requested. In addition to those set forth above, these parties also include:

- Other users (where you post information publicly or as otherwise necessary to effect a transaction initiated or authorized by you through the Services)
- Social media services (if you interact with them through your use of the Services)
- Third party business partners who you access through the Services
- Other parties authorized by you

### User Profiles and Submissions

Certain user profile information, including your name, location, and any video or image content that such user has uploaded to the Services, may be displayed to other users to

facilitate user interaction within the Services or address your request for our services. Please remember that any content you upload to your public user profile, along with any Personal Data or content that you voluntarily disclose online in a manner other users can view (on discussion boards, in messages and chat areas, etc.) becomes publicly available, and can be collected and used by anyone. Your user name may also be displayed to other users if and when you send messages or comments or upload images or videos through the Services and other users can contact you through messages and comments. Additionally, if you sign into the Services through a third party social networking site or service, your list of “friends” from that site or service may be automatically imported to the Services, and such “friends,” if they are also registered users of the Services, may be able to access certain non-public information you have entered in your Services user profile. Again, we do not control the policies and practices of any other third party site or service.

### *Business Transfers*

We share Personal Data with our affiliates or other members of our corporate family. We may choose to buy or sell assets, and may share and/or transfer customer information in connection with the evaluation of and entry into such transactions. Also, if we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Data could be one of the assets transferred to or acquired by a third party.

### *Protection of Zilingo and Others*

We reserve the right to access, read, preserve, and disclose any information that we believe is necessary to comply with law or court order; enforce or apply our [Terms of Use](#) and other agreements; or protect the rights, property, or safety of Zilingo, our employees, our users, or others.

### **Is Personal Data About Me Secure?**

Your account is protected by a password for your privacy and security. If you access your account via a third party site or service, you may have additional or different sign-on protections via that third party site or service. You must prevent unauthorized access to your account and Personal Data by selecting and protecting your password and/or other sign-on mechanism appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

We endeavor to protect the privacy of your account and other Personal Data that we hold in our records, but unfortunately, we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

### **How Long Do We Retain Your Personal Data?**

We retain Personal Data about you for as long as you have an open account with us or as



otherwise necessary to provide you Services . In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. Afterwards, we retain some information in a depersonalized or aggregated form but not in a way that would identify you personally.

### **What Personal Data Can I Access?**

Through your account settings, you may access, and, in some cases, edit or delete the following information you've provided to us:

- First and last name
- Username
- Password
- Email address
- Financial or payment information
- Anything you upload, post or choose to share (for example, comments and posts you submit publicly, photographs you upload, etc.), which can include Personal Data if you include Personal Data in such content

The information you can view, update, and delete may change as the Services change. If you have any questions about viewing or updating information we have on file about you, please contact us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com) Residents of California and the European Union may have other rights – please see below for additional information.

### **What choices do I have?**

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our features.

You may be able to add, update, or delete information as explained above. When you update information, however, we may maintain a copy of the unrevised information in our records. You may request deletion of your account by emailing us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com). Some information may remain in our records after your deletion of such information from your account. We may use any aggregated data derived from or incorporating your Personal Data after you update or delete it, but not in a manner that would identify you personally.

### **Personal Data of Children**

As noted in the Terms of Use, we do not knowingly collect or solicit personally identifiable information from children under Thirteen (13); if you are a child under Thirteen (13), please do not attempt to register for or otherwise use the Services or send us any personal information. If we learn we have collected personal information from a child under Thirteen (13), we will delete that information as quickly as possible. If you believe that a child under Thirteen (13) may have provided us personal information, please contact us

at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com)

### **Will Zilingo ever change this Privacy Policy?**

We're constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time as well, but we will alert you to changes by placing a notice on [www.connect.zilingo.com](http://www.connect.zilingo.com), by sending you an email, and/or by some other means. Please note that if you've opted not to receive legal notice emails from us (or you haven't provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used.

### **California Residents**

The following terms apply to residents of California:

- **Access.** You may, not more than twice in a twelve-month period, request more information about the Personal Data we hold about you and request a copy of such Personal Data by emailing us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com). You can also access certain of your Personal Data by logging on to your account.
- **Opt-Outs.** You are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties' direct marketing purposes; in order to submit such a request, please contact us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com)
- **Erasure.** You may request that we delete the Personal Data that we have collected from you by emailing us at [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com). However, we may not be required to delete your Personal Data under certain circumstances, including if such data is necessary for us to provide you with the Services, if we use such data only for our internal analytical use, and if such data is needed to complete a transaction or other action you have requested. If you request that we delete your Personal Data, you may no longer be able to use the Services.

### **European Union Residents**

If you are a resident of the European Union ("EU"), United Kingdom, Lichtenstein, Norway, or Iceland, you may have additional rights under the EU General Data Protection Regulation (the "GDPR") with respect to your Personal Data, as outlined below.

For this section, we use the terms "Personal Data" and "processing" as they are defined in the GDPR, but "Personal Data" generally means information that can be used to individually identify a person, and "processing" generally covers actions that can be performed in connection with data such as collection, use, storage and disclosure. Zilingo will be the controller of your Personal Data processed in connection with the Services.

If there are any conflicts between this this section and any other provision of this Privacy

Policy, the policy or portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following applies to you, please contact us at [zconnect+id@zilingo.com](mailto:zconnect+id@zilingo.com)

### *What Rights Do You Have Regarding Your Personal Data?*

You have certain rights with respect to your Personal Data, including those set forth below. For more information about these rights, or to submit a request, please email [zconnect+th@zilingo.com](mailto:zconnect+th@zilingo.com). Please note that in some circumstances, we may not be able to fully comply with your request, such as if it is frivolous or extremely impractical, if it jeopardizes the rights of others, or if it is not required by law, but in those circumstances, we will still respond to notify you of such a decision. In some cases, we may also need to you to provide us with additional information, which may include Personal Data, if necessary to verify your identity and the nature of your request.

- **Access:** You can request more information about the Personal Data we hold about you and request a copy of such Personal Data. You can also access certain of your Personal Data by logging on to your account.
- **Rectification:** If you believe that any Personal Data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data. You can also correct some of this information directly by logging on to your account.
- **Erasement:** You can request that we erase some or all of your Personal Data from our systems.
- **Withdrawal of Consent:** If we are processing your Personal Data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.
- **Portability:** You can ask for a copy of your Personal Data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.
- **Objection:** You can contact us to let us know that you object to the further use or disclosure of your Personal Data for certain purposes, such as for direct marketing purposes.
- **Restriction of Processing:** You can ask us to restrict further processing of your Personal Data.
- **Right to File Complaint:** You have the right to lodge a complaint about Company's practices with respect to your Personal Data with the supervisory authority of your country or EU Member State.

**What if I have questions about this policy?**

If you have any questions or concerns regarding our privacy policies, please send us a detailed message to the physical or email address below, and we will try to resolve your concerns:

Zilingo Pte Ltd  
zconnect+th@zilingo.com

## EXHIBIT A

### [COMPANY] COOKIE POLICY

Effective: 10-01-2019

Please remember that your use of the Services is at all times subject to the [Terms of Use](#) and [Privacy Policy](#), which incorporate this Cookie Policy. Any terms we use in this Cookie Policy without defining them have the definitions given to them in the Terms of Use and Privacy Policy.

#### A. COOKIE POLICY

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs, JavaScript, and local storage. Cookies are small files – usually consisting of letters and numbers – placed on your computer, tablet, phone, or similar device, when you use that device to visit a Site. We will refer to cookies and similar technologies simply as “Cookies” for the remainder of this Cookie Policy. We use cookies to enable our servers to recognize your web browser and tell us how and when you visit and otherwise use the Services through the internet, to analyze trends, and to learn about our user base.

We may combine non-personally identifiable information collected through cookies with other Personal Information that we have about you, for example, to tell us who you are or whether you have an account. We may also supplement the information we collect from you with information received from third parties in order to enhance our Services, or to offer you information that we believe may be of interest to you. Where we use Cookies to collect information that is personally identifiable, or that can become personally identifiable if we combine it with other information, the Privacy Policy will apply in addition to this Cookie Policy.

You can control and/or delete cookies as you wish – for details, see [aboutcookies.org](http://aboutcookies.org). Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work. We strongly recommend that you leave cookies active, because they enable you to take advantage of the most attractive features of the Services.

Further information on cookies can be found at [http://ec.europa.eu/ipg/basics/legal/cookies/index\\_en.htm](http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm), <https://ico.org.uk/for-the-public/online/cookies/>, or <http://www.allaboutcookies.org/>.

#### **Essential Cookies**

These are cookies that are required to provide you with features or services that you have

requested. For example, Cookies that enable you to log into secure areas of our site or use a shopping cart. Disabling these Cookies will encumber the Services' performance and may make certain features and services unavailable.

### **Functionality Cookie**

These Cookies are used to recognize you when you return to our Services. This enables us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).

### **Performance/Analytical Cookies**

Performance/Analytical Cookies allow us to understand how visitors use our Website and Service such as by collecting information about the number of visitors to the Website, what pages visitors view on our Website and how long visitors are viewing pages on the Website. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Service's content for those who engage with our advertising.

### **Retargeting/Advertising Cookies**

Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you.

### **Third Party Cookies**

These are Cookies placed by a third party on your device and may provide information to those third parties about browsing habits (including your visits to our Services, the pages you have visited and the links and advertisements you have clicked) that may help identify if certain services that such third parties provide are being used, identify your interests, retarget you and serve advertisements that are relevant to you. We do not have control or access to such Cookies. If you look at one page on our Services, an advertisement may be delivered to you on our Services or on other sites, for products referenced on that page or for similar products and services. We do not engage in retargeted advertising for children users of our Services.

Opt-out options are also available on the websites of the [Network Advertising Initiative \(NAI\)](#), the [Digital Advertising Alliance \(DAA\)](#) and the [European Digital Advertising Alliance \(eDAA\)](#).

### **Session Cookies and Persistent Cookies**

The types of Cookies described above may be "session Cookies" which are temporary Cookies that are only stored on your device while you are visiting our site or "persistent Cookies" which are Cookies that are stored on your device for a period of time after you leave our site. The length of time a persistent Cookie stays on your device varies from Cookie to Cookie. We use persistent Cookies to store your preferences so that they are available for the next visit, and to keep a more accurate account of how often you visit our Services, how often you return, how your use of the Services may vary over time, and measure the effectiveness of advertising efforts. Through these Cookies, we may collect information

about your online activity after you leave our Services. Just like any other usage information we collect, this information allows us to improve the Services and customize your online experience. Your browser may offer you a “Do Not Track” option, which allows you to signal to operators of websites and web applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities over time and across different websites. Our Services do not support DO Not Track requests at this time, which means that we collect information about your online activity both while you are using the Services and after you leave the Services.

## **B. WHAT IS THE GOOGLE ANALYTICS COOKIE AND HOW IS IT USED?**

Our Services use Google Analytics, a web analysis service provided by Google Inc. ("Google") which is based on Cookie technology. The information generated by the Cookie is usually sent to a Google server in the USA, where it is stored. [Because IP anonymization is activated on this website, your IP address is abbreviated after being received by Google.] On behalf of [Company], Google will use the generated information to evaluate your use of the website, to compile reports on website activities, and to provide the website operator with additional services connected with website and Internet use. The IP address transmitted by your browser in connection with Google Analytics is not collated with other data by Google. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## **C. COOKIE SETTINGS**

You can decide whether or not to accept Cookies. One way you can do this is through your internet browser’s settings. To find our more information about Cookies, including information about how to manage and delete Cookies, please visit <https://ico.org.uk/for-the-public/online/cookies/> or <http://www.allaboutcookies.org/>.

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