

COOKIE POLICY

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INTRODUCTION

When you visit or access our website, mobile application or when you interact or engage with any other service we provide (collectively, our "**Services**"), we will use (and authorize third parties to use) web beacons, cookies, pixel tags, scripts, tags, API and other technologies ("**Tracking Technologies**"), as described in this policy ("**Cookie Policy**").

The use of Tracking Technologies allows us to automatically collect information about you and your online behavior in order to enhance your navigation on our Services, improve our Services' performance and customize your experience on them. We also use this information to collect statistics about the usage of our Services, perform analytics, deliver content which is tailored to your interests and to administer the Services to our users and partners.

WHAT ARE COOKIES?

Cookies are small text files (composed only of letters and numbers) that a web server places on your computer or mobile device when you visit a webpage.

Cookies are widely used in order to make websites work in an efficient way. The use of cookies allows you to navigate between pages efficiently. Cookies remember your preferences, and make the interaction between you and the Services smoother and more efficient.

When used, a cookie can help make our Services more user-friendly, for example by remembering your language preferences and settings. You can find more information about cookies at www.allaboutcookies.org.

TYPES OF TRACKING TECHNOLOGIES

There are five main types of Tracking Technologies:

Strictly necessary Tracking Technologies - These Tracking Technologies are essential to enable you to login, navigate around and use the features of our Services, or to provide a service requested by you (such as your username). We do not need to obtain your consent in order to use these Tracking Technologies. These Tracking Technologies can be used for security and integrity reasons - for example to detect violation of our policies and for support or security features.

Functionality Tracking Technologies - These Tracking Technologies allow our Services to remember choices you make (such as your language) and provide enhanced and personalized features. For example, these Tracking Technologies are used for authentication (to remember when you are logged-in) and support other features of our Services.

Performance Tracking Technologies - These Tracking Technologies collect information about your online activity (for example the duration of your visit on our Services), including behavioral data and content engagement metrics. These Tracking Technologies are used for analytics, research and to perform statistics (based on aggregated information).

Marketing or Advertising Tracking Technologies - These Tracking Technologies are used to deliver tailored offers and advertisements to you, based on your derived interests, as well as to perform email marketing campaigns. They can also be used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by our advertisers (for example advertising networks) and provide them insights about the people who see and interact with their ads, visit their websites or use their app.

Social media Tracking Technologies - Our website includes social media features, such as a Facebook or Twitter "Share" buttons, or third party log-in services. Your interactions with these features are governed by the privacy statement of the company providing these features.

BELOW ARE THE COOKIES YOU CAN FIND ON OUR SERVICES:

Implementing Party	Type	Purpose
WBY Analytics	First party Tracking Technology	Performance Tracking Technologies These Tracking Technologies are used to collect information regarding how you interact with the content on our Services. We use the information to compile reports, perform tests and to help us improve the Services and to offer personalized products and content.
Google Tag Manager	Third party Tracking Technology	Performance Tracking Technologies This Tracking Technology is associated with Google Tag Manager which we use to load scripts into our website pages. For more information please read Google's Privacy Policy . You can also use this tool to opt-out
Google DoubleClick	Third party Tracking Technology	Marketing or Advertising Tracking Technologies This Tracking Technology is used to for analytics purposes and for measuring the success of Google DoubleClick RTB ad campaigns. For more information please read Google's Privacy Policy .
OneSignal	Third party Tracking Technology	Marketing or Advertising Tracking Technologies OneSignal provides SDKs to mobile app developers and websites, and data and analytics services to other data partners and advertisers. The use of OneSignal's Tracking Technologies permit us to send, manage, optimize and customize push notifications to our users. For more information please read OneSignal's Privacy Policy .
Other cookies	First and Third party Tracking	Strictly Necessary Tracking Technologies These Tracking Technologies might be in use on internal sections of the Services, in order to customize and

	Technology	simplify the user experience on the Services by remembering choices you made and your log in credentials.
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HOW TO MANAGE YOUR COOKIE SETTINGS

There are various ways in which you can manage and control your cookie settings. Please remember that, by deleting or blocking cookies, some of the features of the Services may not work properly or as effectively.

Turning off cookies via your web browser

Most web browsers will provide you with some general information about cookies, enable you to see what cookies are stored on your device, allow you to delete them all or on an individual basis, and enable you to block or allow cookies for all websites or individually selected websites. You can also normally turn off third party cookies separately. Please note that the settings offered by a browser or device often only apply to that particular browser or device.

Information about cookies is usually found in the "Help" section of the web browser. Below are some links to some commonly used web browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

Mobile Devices

You can opt out of certain types of interest-based advertising by accessing the "settings" on your device:

- **If you're using an Apple device** you can configure your device to limit ad tracking to by clicking on "settings" > "privacy" > "advertising" and toggling "limit ad tracking" to 'on.'
- **If you're using an Android device** you can opt out of most app-based tracking for advertising by opening the "Google Settings" app on your device, selecting "Ads", and then selecting the option to opt-out of interest-based ads.

Turning off third party cookies

You can turn off certain third party targeting/advertising cookies by visiting the following link: [Network Advertising Initiative](#).

You can also [use this tool to opt-out](#) of Google's tracking cookies.

Other helpful resources

To learn more about advertisers' use of cookies the following links may be helpful:

- [European Interactive Digital Advertising Alliance \(EU\)](#)
- [Internet Advertising Bureau \(US\)](#)
- [Internet Advertising Bureau \(EU\)](#)

Please note that the above information may change when each manufacturer updates its systems. Also note, that your device may use another platform, not described above. In that case, please consult the manufacturer documentation for further instructions.