

# About our ads

**Effective:** January 1, 2020

When you visit our Platform and use our Services, read our emails, or otherwise engage with us through a computer or mobile device, we automatically collect information about how you access and use the Service and information about the device you use. For example, we may collect log data about your device and its software, such as your IP address, location data, operating system, unique device identifier such as an AdID, browser type, date/time of your visit, and other similar information. We typically collect this information about how you access and use the Service through a variety of tracking technologies including: cookies, Flash objects, web beacons, embedded scripts, location-identifying technologies, mobile SDKs, and other similar technology.

This information allows us to authenticate users, enhance and personalize your user experience on our Platform, monitor, analyze and improve our Platform and Services, serve you interest-based and other tailored advertising on our Platform and in our emails, track referrals to our Platform, deliver and measure the effectiveness of our advertising campaigns and/or our third party partnerships, observe your behaviors and browsing activities on our Platform over time, better understand the interests of our customers and Platform visitors, and for any other purposes identified in our Privacy Policy.

## Controlling cookies, tracking technologies and Flash cookies

If you would prefer not to accept cookies, visit the “help” section of your browser to learn about cookie preferences and other privacy settings that may be available. Most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using our online Services, as some features and services on our online Services may not work properly. Depending on your device and operating system, you may not be able to delete or block all cookies, you may not be able to block non-cookie technologies, or the changes to your settings may have no effect.

Deleting cookies does not delete Local Storage Objects (LSOs) such as Flash objects and HTML5. You can learn more about Flash objects—including how to manage privacy and storage settings for Flash cookies—on Adobe’s website or by [clicking here](#). If you choose to delete Flash objects from our Platform, then you may not be able to access and use all or part of the Platform or benefit from the information and Services offered. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

## Third parties and interest-based advertising

We allow certain third-party partners (e.g., third-party online advertising networks and other third-party services) to place tracking technologies on our Platform, and we participate in interest-based advertising. Accordingly, we may share and/or permit third parties to collect information about your use of our Services over time so that they may play or display ads on our Platform, in our emails, or on other devices you may use, and on other websites, apps or services; monitor, analyze and improve our Platform and Services; observe your behaviors and browsing activities over time on our Platform, other sites, and interactions with other ads; and otherwise better understand the interests of our customers and Platform visitors.

These third parties may collect information such as clickstream information, browser type, time and date you visited the Service, mobile device identifiers, your use of third-party applications, and/or precise geolocation data and other information. We may share a common account identifier (such as a hashed email address or user ID) with these advertising partners to help identify other devices you use. This information is used to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics, and market research.

## Your choices to control interest-based advertising

To learn about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Network Advertising Initiative's (NAI) online resources, at <http://www.networkadvertising.org/choices>, and/or the Digital Advertising Alliance's (DAA) resources at [www.aboutads.info/choices](http://www.aboutads.info/choices).

Please note that opting out of receiving interest-based advertising through the NAI's and DAA's online resources will only opt-out a user from receiving interest-based ads on that specific browser or device, but the user may still receive interest-based ads on his or her other devices. You must perform the opt-out on each browser or device you use.

You may also be able to limit interest-based advertising through the settings on your mobile device by selecting "limit ad tracking" (iOS) or "opt-out of interest based ads" (Android). Additionally, you may be able to opt-out of some – but not all – interest-based ads served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile AppChoices app.

For desktop, some of these opt-outs may not be effective unless your browser is set to accept cookies. If you delete cookies, change your browser settings, switch browsers or computers, or use another operating system, you will need to opt-out again.

Please note that when you opt out of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us or on our online Services. It means that

the online ads that you do see from DAA program participants should not be based on your interests. We are not responsible for the effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use cookies to collect information about your use of our online Services, including for analytics and fraud prevention and other non-advertising purposes.

**Do Not Track.** Although we do our best to honor the privacy preferences of our customers and Platform visitors, we are not able to respond to "Do Not Track" signals from your browser at this time.

## Third Party Partners

In addition to the above, the following is a sample of the third-party partners we work with (i) to provide interest-based advertising or who otherwise use tracking technologies on our Platform and Services, and (ii) who offer you choices about the collection and/or use of your information.

**Social Media.** We display targeted advertising to you through social media platforms, such as Facebook, Twitter, Instagram and others. These companies have interest-based advertising programs that allow us to direct advertisements to users who have shown interest in our Services while those users are on the social media platform, or to groups of other users who share similar traits, such as likely commercial interests and demographics. These advertisements are governed by the privacy policies of those social media companies that provide them.

If you do not want to receive targeted ads on your social networks, you may be able to adjust your advertising preferences through your settings on those networks. You may learn more about advertising preferences by clicking on the links provided below. Please note that these links are provided for your convenience only and we do not control the content or features that may be available on these third party services.

- **Facebook.** To learn more about your advertising preferences on Facebook Companies, [click here.](#)
- **Twitter.** To learn more about privacy controls for personalized ads on Twitter, [click here.](#)
- **LinkedIn.** To learn more about advertising preferences on LinkedIn, [click here.](#)
- **Snapchat.** To learn more about advertising preferences on Snapchat, [click here.](#)

**Google Analytics and Advertising.** We use Google Analytics to recognize you and link the devices you use when you visit our Service on your browser or mobile device, login to your Account, or otherwise engage with us. We share a unique identifier, like a user ID or hashed email address, with Google to facilitate the service. Google Analytics allows us to better understand how our users interact with our Service and to tailor our advertisements and content to you. We may also utilize certain forms of display advertising and other advanced features through Google Analytics. These features enable us to use first-party cookies (such as

the Google Analytics cookie) and third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the Service.

For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site "How Google uses information from sites or apps that use our services" currently located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can learn about Google Analytics' currently available opt-outs, including the Google Analytics Browser Ad-On here <https://tools.google.com/dlpage/gaoptout/>. You may control your advertising preferences or opt-out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences> or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.