

## **dataxu Website and Platform Cookie Policy**

***Last updated: July 8, 2019***

This Cookie Policy explains how dataxu, Inc. (collectively “**dataxu**”, “**we**”, “**us**”, and “**our**”) use cookies and similar technologies to recognise you when you visit our website, available at [www.dataxu.com](http://www.dataxu.com), and its affiliated domains (“**Website**”), or when you interact with adverts served by our marketing and analytics platform (“**Platform**”). It explains what these technologies are and why we use them, as well as your rights to control our use of them. **By continuing to use our Website, you are agreeing to our use of cookies and similar technologies.**

### **What are cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a website or use an online service. Cookies are widely used by online service providers in order to make their websites or services work, or work more efficiently, as well as to provide reporting information.

Cookies set by the website or service owner (in this case, dataxu) are called “first party cookies”. Cookies set by parties other than the website or service owner are called “third party cookies”. Third party cookies often enable third party features or functionality to be provided on the website or service you are using (e.g. like advertising, interactive content and analytics). The third parties that set these cookies can use them to recognise your computer both when it visits the website or service in question and also when it uses certain other websites or services.

### **What other tracking or measurement technologies do we use on our corporate Website?**

As noted in our privacy policy, dataxu uses pixel tags in conjunction with cookies. In addition to helping dataxu control the use of cookies, these pixel tags also provide us with your Internet Protocol (IP) address, browser information, web page(s) visited, as well as other information about your device or visit. We may combine information collected through pixel tags with information associated with cookies in order to provide you with relevant content on this Website and advertisements across the Web and your devices.

### **Why do we use cookies on our corporate website?**

We use first party and third party cookies for several reasons as indicated in our ‘cookie settings’ tool found on our homepage and privacy policy. Some cookies are required for technical reasons in order for our Website to operate, while other cookies enable us to track and measure website or marketing performance. Finally, we may engage third parties to serve cookies through our Website for advertising, analytics and other purposes. This is described in more detail below.

#### **Cookies served through our Website:**

The specific types of first and third party cookies served through our Website, as well as the purposes they perform, are described in the table below:

Types of cookie	Who serves these cookies	Learn more about controlling these cookies
<p><b>Strictly Necessary Cookies</b></p> <p>These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.</p> <p>You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information</p>	<p>dataxu, Inc.</p>	<p>These cookies may be blocked or disabled through your browser settings.</p>
<p><b>Performance Cookies:</b></p> <p>These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.</p> <p>All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.</p>	<p>New Relic</p>	<ul style="list-style-type: none"> <li>• <a href="https://newrelic.com/termsandconditions/cookie-policy">https://newrelic.com/termsandconditions/cookie-policy</a></li> </ul>

<p><b>Functional, Analytics and Personalization Cookies:</b></p> <p>These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages.</p> <p>If you do not allow these cookies then some or all of these services may not function properly.</p>	<p>Google Analytics</p> <p>Drift</p> <p>Crazy Egg</p> <p>Salesforce Pardot</p> <p>AddToAny</p>	<ul style="list-style-type: none"> <li>• <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></li> <li>• <a href="https://www.drift.com/privacy-policy/">https://www.drift.com/privacy-policy/</a></li> <li>• <a href="https://crazyegg.com/opt-out">https://crazyegg.com/opt-out</a></li> <li>• <a href="https://www.salesforce.com/company/privacy/#">https://www.salesforce.com/company/privacy/#</a></li> <li>• <a href="https://www.addtoany.com/privacy">https://www.addtoany.com/privacy</a></li> </ul>
<p><b>Targeting or Advertising Cookies:</b></p> <p>These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	<p>Dataxu</p> <p>GoogleAdvertising</p> <p>Facebook</p> <p>Twitter</p> <p>LinkedIn</p> <p>TradeDesk</p>	<ul style="list-style-type: none"> <li>• [Dataxu optout]</li> <li>• <a href="https://policies.google.com/technologies/ads?hl=en-US">https://policies.google.com/technologies/ads?hl=en-US</a></li> <li>• <a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a></li> <li>• <a href="https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads">https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads</a></li> <li>• <a href="https://www.linkedin.com/legal/cookie-policy">https://www.linkedin.com/legal/cookie-policy</a></li> <li>• <a href="https://www.thetradedesk.com/general/privacy">https://www.thetradedesk.com/general/privacy</a></li> </ul>

Cookies served by our Platform:

Types of cookie	Who serves these cookies	How to refuse
<p><b>Analytics and customisation cookies:</b></p> <p>These cookies collect information that is used either in aggregate form to help us understand how effective our customers' marketing campaigns are.</p>	<p>Google, New Relic</p>	<p>New Relic does not provide an opt-out link for its cookies. For more information about New Relic cookies, please click <a href="#">here</a>.</p> <p>To refuse these cookies, please instead follow the instructions below under the heading "How can I control cookies?"</p> <p>Alternatively, to opt-out of Google cookies, please click on the relevant opt-out link below:</p> <ul style="list-style-type: none"><li>● Google: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></li></ul>
<p><b>Targeting or Advertising Cookies:</b></p> <p>These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	<p>dataxu</p>	<ul style="list-style-type: none"><li>● dataxu: <a href="https://www.dataxu.com/about-us/privacy/privacy-policy-corporate-site/#oo">https://www.dataxu.com/about-us/privacy/privacy-policy-corporate-site/#oo</a></li></ul>

### **How can I control cookies?**

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

### **How often will you update this Cookie Policy?**

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

### **Where can I get further information?**

If you have any questions about our use of cookies or other technologies, please email us at [privacy@dataxu.com](mailto:privacy@dataxu.com)