

# COOKIES

## Cookies and Tracking Technologies Policy

**EFFECTIVE DATE: November 17, 2021**

Center Drive Media and its United States-based affiliate and subsidiary companies (“CDM” or “we” and sometimes “us”) use cookies and tracking technologies on our websites and applications for mobile devices, over-the-top (“OTT”) devices, and other smart devices (collectively, “Applications” or “Apps”) to enable us to analyze use of our online services, to improve and personalize your experience of our services and to serve advertising which, on some services, is tailored to you based on your online activities and other information held about you. This policy covers only our use of cookies; it does not cover the use of cookies or other technologies by third parties.

We want to be transparent about how and why data about you and your online activities may be used in connection with our services. This policy includes the following sections

- What cookies and online tracking technologies do we use?
- How do we use cookies and tracking technologies?
- Your choices (managing cookies and opting out)
- Notice Concerning Do No Track Signals
- How to contact us.

To find out more about CDM and our approach to privacy please read our [Privacy Policy](#).

### 1. WHAT COOKIES AND ONLINE TRACKING TECHNOLOGIES DO WE USE?

## ***Web Browser Cookies***

A cookie is a small text file that is sent by a website to your computer, mobile device, or other device where it is stored by your web browser. A cookie contains limited information, usually a unique identifier and the name of the online service. This information enables online services to recognize you as you interact with or revisit the service. Cookies are used for a wide variety of purposes such as to keep you logged in or to remember what's in your basket if you're shopping online, to remember your preferences and settings, to analyze how you use the service, and to serve advertising to you.

Cookies may be served to you by the online service you are visiting (a "first party cookie") or by another organization operating on the service, such as an analytics company or advertising network (a "third party cookie"). They will either be stored for the duration of your visit (a "session cookie") or they will remain on your device for a fixed period, which could be months or even years, to remember you across multiple browsing sessions (a "persistent cookie").

## ***Tracking Technologies: Web Beacons/Gifs, Pixels, Page Tags, Script***

Web pages, emails and Apps may contain a small transparent image file or line of code to record how you interact with them. They are often used in conjunction with web browser cookies (or the identifiers associated with your device), and they are used to help website and app publishers to better analyze and improve their services and to target advertising based on your browsing behavior and interests. For example, by knowing which web pages you visit or which elements of a page you viewed, when and for how long, whether you viewed and/or clicked on an advertisement on a site or whether you opened or clicked on marketing emails sent to you.

## ***Tracking Via Apps***

When you use our Apps we and third parties may record unique identifiers associated with your device (such as the device ID, advertising identifiers, or IP address), your activity within the App and your network location. This information may be used to analyze and improve our services, learn how you use our Apps, and to serve advertising to you.

## **2. HOW DO WE USE COOKIES AND TRACKING TECHNOLOGIES?**

We and third parties may use cookies and tracking technologies to collect information from websites, Applications, and other online services for a variety of reasons, such as to enable us to recognize when you have logged in, to improve your experience of the services, to understand how users interact with our online services and advertisements, and to deliver advertising. For example, we use these technologies to keep you logged in, to allow us to know when and for how long you use our services, and to remember your preferences and settings and other functionality you have requested, such as remembering your username and password so that you do not need to login each time you visit. We and third parties may use the technologies to link your activities across the devices you may use. This helps us learn about how you use the services and enables us to provide you with a seamless experience across your devices. We may also use cookies and tracking technologies to deliver advertising and marketing messages that we think may be relevant to you based on your online activities over time, across the various devices you may use, and across third-party services— a common practice across the internet and known as interest-based advertising or behavioral advertising.

More information about analytics and advertising is detailed below.

### ***Analytics On Our Services***

On our websites we use Google Analytics, and other similar services, to collect statistical information about how our websites are used. They use information such as your IP address, browser type and unique identifiers stored in cookies on your devices to record how you interact with our website.

These analytical services help us to know how many users we have, which parts of our sites are most popular, what browsers and devices are used (so we can maximize compatibility), the country or region where our users are located, and the demographics and interests of our users. This enables us to better understand who is using our site and to ensure we are reaching our target demographic, and to improve and tailor our services accordingly.

### ***Advertising On Our Services and Third-Party Websites***

Advertising delivered on other websites and online services and tailored to your individual interests based on your online activities over time, across the devices you may use, and across third-party services, known as interest-based advertising or behavioral advertising, may be served by us or by third parties, and we may allow third parties' advertisements to be served through the services. We believe this makes the advertising more interesting and useful to you, and also helps us increase the value we get out of the site from our advertisers, ultimately giving us a greater ability to invest in great content for the benefit of all users. The advertisements served to you on our websites and Apps and on third-party services are sometimes targeted based on your online activities over time and across third party websites and services. As a result, you may see advertising based on website content you have been viewing on another website. For example, a retailer might use information about the products you browsed on their website in order to tailor their advertisement to you on this website. Other times, the advertisements are not tailored or targeted based on your browsing on other websites, but rather simply based on how you use and interact with the services.

Advertisements may come from third party companies called "ad networks." "Ad networks" include third party ad servers, ad agencies, ad technology vendors and research firms. Your web browser must request these advertisements from the ad network's servers, which allows ad networks to view, edit or set their own cookies, web beacons, pixel tags, or similar tracking tools on your browser, just as if you had visited a web page from their website. We may share information collected via cookies and tracking technologies, such as advertising identifiers, to support interest-based advertising. We have implemented or are in the process of implementing the following features based on Google Analytics for Display and Video Advertising: Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager integration, Floodlight, and Google Analytics Demographics and Interest Reporting. These advertising services may track your online activities over time by collecting information through automated means, including cookies first-party cookies (such as the Google Analytics cookie) and third party cookies (such as the DoubleClick cookie) together (i) to inform, optimize, and serve ads based on past visits to our website and (ii) to report how our ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits to our websites. This information is not shared with us and we do not share information with the advertiser about your browsing of our website. This is not an exhaustive list. Other third parties, including Facebook, may assist us in delivering interest-based advertisements.

The information collected for interest-based advertising does not contain information that directly identifies you.

You may have a choice about whether to have your information collected for these purposes. See below for details and for information about how to exercise that choice.

### 3. YOUR CHOICES: MANAGING COOKIES AND “OPTING OUT”

#### *Opting Out of Analytics Cookies*

To find out more about the analytics services used on our websites and to opt-out please visit:

Google Analytics Opt-out Browser Add-On	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Nielsen	<a href="http://www.nielsen.com/digitalprivacy">http://www.nielsen.com/digitalprivacy</a>
Adobe	<a href="http://www.adobe.com/privacy/analytics.html">http://www.adobe.com/privacy/analytics.html</a>

The Advertising Cookies section below provides links to opt-out mechanisms for advertising services, which may also support analytics services.

#### *Additional Nielsen Terms*

To learn more about The Nielsen Company’s (“Nielsen”) digital measurement products and your choices in regard to them, please visit Nielsen’s Digital Measurement Privacy Policy page at [www.nielsen.com/digitalprivacy](http://www.nielsen.com/digitalprivacy) for more information. Once there, you can access more detailed information about the measurement software and learn about your choices with regard to Nielsen’s measurement. In the “Choices” section of the Digital Measurement Privacy Policy Page, you will have the opportunity to receive an opt-out cookie if you do not want to participate in Nielsen’s online measurement.

#### *Opting out of Advertising Cookies*

The table below shows the 2 main associations that represent the advertising networks allowed on our sites. You can visit their websites to opt out of interest-based advertising, and the websites will explain what happens as a result of opting out. In

opting out, a cookie will be set to let advertisers know not to use your data for targeted advertising and certain other purposes; you will still see advertisements, they just won't be tailored to your interests. If you clear your cookies via your browser, you will need to go through the opt-out process again.

Network Advertising Initiative (NAI)	<a href="http://www.networkadvertising.org/consumer/opt_out.asp">http://www.networkadvertising.org/consumer/opt_out.asp</a>
Digital Advertising Alliance's (DAA)	<a href="http://www.aboutads.info/choices/">http://www.aboutads.info/choices/</a>

To opt out of Google Analytics for Display Advertising or to customize Google Display Network ads, you can visit the [Google Ads Settings page](#).

You understand that these opt out mechanisms are maintained by third parties, not CDM and CDM is not responsible for, nor does it control these mechanisms of the third parties who choose to participate in these opt-out programs.

### ***Advertising Choices on Mobile or Other Devices***

For Apple devices with iOS6 and higher, you can access the settings on your device to Limit Ad Tracking to reflect your preference to not receive interest-based advertising. You may still see advertisements. But they may be less relevant to you. If you reset your advertising identifier in the settings, you will receive a new identifier, which will not be tied to your previous online activities. That identifier may be used to serve you interest-based advertising.

For Android devices, you can access Ads under your Google account settings to opt out of ads personalization. You may still see advertisements. But they may be less relevant to you. If you reset your advertising identifier in the settings, you will receive a new identifier, which will not be tied to your previous online activities. That identifier may be used to serve you interest-based advertising.

To opt out of personalized ads on a Roku device, access your device settings and check "Limit Ad Tracking" in the privacy section.

You can opt out of some interest-based advertising on certain mobile devices by downloading the App Choices app. For more information see [www.aboutads.info/appchoices](http://www.aboutads.info/appchoices).

You can find more information about your mobile choices at <http://allaboutdnt.com>.

### *Managing Cookies and Local Storage on Your Device*

You can choose how web browser cookies are handled by your device via your browser settings, including to refuse or delete all cookies. Some devices allow you to control this through via your device settings. If you choose not to receive cookies at any time, the website may not function properly and certain services will not be provided. Each browser and device is different, so check the settings menu of browser or device to learn how to change your advertising settings/cookie preferences.

## **4. NOTICE CONCERNING DO NOT TRACK SIGNALS**

At this time, there is no general agreement on how companies like CDM should interpret Do Not Track signals. CDM does not currently respond to Do Not Track signals, whether that signal is received on a computer or other device. To learn more about Do Not Track, you can do at <http://allaboutdnt.com>.

## **5. HOW TO CONTACT US**

If you have any questions or concerns about CDM's use of cookies and other tracking technologies, or if you believe there has been a breach of this policy, please email us at: [privacy@centerdrivemedia.com](mailto:privacy@centerdrivemedia.com).