

AdRoll:

Collection of Data

Personal data, such as visitor IP addresses, is collected from visitors to our site using tracking technologies such as third party cookies and non-cookie technologies. “Personal Data” includes “personal information” (referred to as “PI”) and/or “personally identifiable information” (referred to as “PII”). Third parties such as NextRoll may place cookies on the browser used by the visitor in order to serve targeted advertising and for measurement and analytics purposes.

Our site uses technologies of third-party partners such as NextRoll to help us recognize your device and understand how you use our site(s) so that we can improve our services to reflect your interests and serve you advertisements about the products and/or services that are likely to be of more interest to you. Our site collects hashed identifiers derived from email addresses for the purposes of cross-device tracking for targeted advertising. Specifically, NextRoll and these partners collect information about your activity on our site(s) to enable us to:

- measure and analyze traffic and browsing activity on our site(s);
- Show advertisements for our products and/or services to you on third-party sites;
- Measure and analyze the performance of our advertising campaigns;
- Cross-Device

Users information is being used for our own marketing purposes. Our advertising Partner, NextRoll, performs a hash of your email address in order to serve targeted advertising to other devices connected to you (via cross-device tracking). We may share data, such as hashed email derived from emails or other online identifiers collected on our site(s) with NextRoll or other of our advertising partners. This allows our partners to recognize and deliver you ads across devices and browsers. To read more about the technologies used by NextRoll/our partner and their cross device capabilities please refer to [NextRoll's Privacy Notice](#). By submitting this form, you acknowledge and give your consent for NextRoll, Inc.'s hashing and cross-device activity as well as if you continue to use this site(s).

Opting-Out

Third parties such as NextRoll may place cookies on the browser used by the user of this site in order to serve targeted advertising and for measurement and analytics purposes. Users may decline to have personal data collected via third party tracking technologies by adjusting the settings feature in their browser and declining third party cookies from specific sites or, for mobile, users may limit ad tracking or reset their mobile devices. Our partners, such as NextRoll, may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit you to block such technologies. For this reason you

can use the following third party tools to decline the collection and use of information for the purpose of serving you interest based advertising:

- [The NAI's opt-out platform](#)
- [The EDAA's opt-out platform](#)
- [The DAA's opt-out platform](#)