

# WEBSITE COOKIE POLICY

This cookie policy (“Cookie Policy”) applies to information collected and used by PROCLAIM MEDIA GROUP, LLC, a Florida limited liability company (referred to in this Cookie Policy as “PROCLAIM MEDIA GROUP, LLC,” “we”, “us” or “our”), when you access and use our Website. This information is collected by cookies and other similar technologies, such as web beacons. When we refer to “cookies”, we mean all of these.

This Cookie Policy explains what cookies are, which cookies we use, why and how we use them, and what you can do to manage your cookie preferences. Where any information we collect through cookies qualifies as Information, as that term is defined by our [Privacy Policy](#), this Cookie Policy applies. Please review this Cookie Policy and our Privacy Policy carefully.

## 1. What are cookies?

Cookies are text files containing small amounts of information that are transferred and stored to your device when you visit a Website. Cookies are then sent back to the originating Website on each subsequent visit, or to another Website that recognizes that cookie. Cookies are useful because they allow a Website to recognize a user’s device and to remember a user’s actions and preferences over a period of time.

Cookies can be “first party” or “third party” cookies depending on the domain that sets them. In relation to our Website, first party cookies are set by us and information is collected and used by us in accordance with the terms of this Cookie Policy and our Privacy Policy. Third party cookies are set by third parties and information is collected and used in accordance with their policies. We have no control over third party cookies; they are used to allow third parties to provide certain services to us, such as Website analytics and online advertising.

## 2. Why do we use cookies?

Cookies are used on our Website to collect information about your user preferences, browsing habits and the device you have used to access our Website (including the make, model and operating system, IP address, browser type and mobile device identifiers) so that we can:

- provide essential features and functionality on our Website;
- help ensure that you get the best from our Website by making it as easy and intuitive as possible for you to use;
- remember choices you make and recognize you when you return, so you don't have to remind us each time you visit; and
- monitor and analyze Website usage and performance so that we can improve how it operates (including in relation to security) and the product selection and services available through it.

### 3. How do we use cookies?

Different cookies have different functions. Our Website uses the following cookies:

**a. Strictly necessary cookies.** These cookies are essential for our Website to operate. For example, they enable you to log into secure areas of our Website.

**b. Functionality cookies.** These cookies allow our Website to remember choices you make when visiting our Website and recognize you when you return. For example, functionality cookies allow us to remember information such as your login details if you choose to create an account with us and other customized features. When you first access our Website, we ask you to read our Cookie Policy and Privacy Policy, and understand that, by using our Website, you have agreed to our Cookie Policy and our Privacy Policy.

**c. Analytical and performance cookies.** We use Google Analytics, a popular Website analytics service provided by Google, and other analytical /performance cookies for the purposes of recognizing and measuring the number of visitors to our Website and analyzing interactions with our Website, such as items clicked on, web pages viewed and any web pages where users are encountering download error messages from time to time. The analytics service uses this information to compile anonymized reports on Website activity, which we use to help improve the way our Website works. See here for further information from Google about how Google Analytics works.

To opt-out of cookies provided by Google Analytics, you can install the Google Analytics opt-out browser add-on available here. The add-on will prevent your browser from sending information to Google Analytics.

**d. Targeting / advertising cookies and social plugins.** Our Website may also use third parties (such as Facebook) and social plugins (e.g., the Facebook “Like” button) to enable you to easily share information with others and help us carry out our advertising and marketing activities. When you visit our Website, these third-party operators may be able to place a cookie on your device, enabling that operator to recognize individuals who have previously visited our Website and to collect information about your browsing habits, including the web pages you’ve viewed and the links you’ve clicked through. This information is used to make our Website more relevant to your interests. It is also used to make advertisements you see online more relevant to you, as well as to limit the number of times you see an advertisement.

If you have previously logged into a social media Website (e.g., Facebook) before browsing on our Website, the social plugin or cookie allows that social media Website to receive information about your visit to particular pages on our Website. The social plugin may collect this information for any such Visitors who have logged into social networks, whether or not they specifically interact with the plugin on our Website (e.g., by clicking “Like” or “Share”). The

social plugin may also allow the social media Website to share information about your activities on our Website with other users of their social media website.

Targeted/advertising cookies and social plugins also enable us to measure and analyze the overall effectiveness of our advertising and marketing campaigns so that we can improve them in the future.

To find out more about how the third parties referred to above use cookies and how to opt-out of them, please review their policies.

#### **4. How do we respond to “Do Not Track” requests?**

Certain web browsers and other programs may be used to signal your preferences to PROCLAIM MEDIA GROUP, LLC about how or whether we or third parties may collect information about your online activities. Currently, our Website and online resources do not respond to such signals.

#### **5. How do PROCLAIM MEDIA GROUP, LLC email and Website interact?**

Web beacons (also known as internet tags, pixel tags and clear GIFs) are a similar technology which typically uses transparent graphic images placed on a website. Web beacons are used in combination with cookies to measure the actions of website users, such as the type of browser used to access a web page and the time the page containing the beacon is viewed. Web beacons also help analyze the effectiveness of websites by measuring the number of visitors to a site or how many visitors clicked on key elements of a site. We may use web beacons in addition to cookies on our Website for this purpose or in emails we send to you to help determine which email messages sent by us were opened and whether a message was acted upon, so we can improve our email campaigns in the future and make our emails more relevant to you.

If you do not wish the web beacon to be downloaded onto your device, you should select to receive emails from us in plain text.

#### **6. How can a Visitor manage their cookie preference?**

When you first access our Website, we ask you to read our Cookie Policy, Privacy Policy, and Terms, and acknowledge the use of the cookies before proceeding to use our Website.

The functionality, analytical/performance and targeting/advertising cookies on our Website (listed above) are not strictly necessary for our Website to work but improve its overall performance and are intended to provide you with a better browsing experience.

Many web browsers accept cookies by default. You can usually change the settings to refuse new cookies, block or delete some or all existing cookies or alert you when new cookies are set

on your device. As the precise means by which you may do this will vary from browser to browser, please visit your browser's help or settings function for more information.

Alternatively, you can visit [www.aboutcookies.org](http://www.aboutcookies.org) for further information on how to change cookie settings across various browsers (e.g. Mozilla Firefox, Google Chrome, Internet Explorer and Safari).

Please note that if you use different devices to access and use our Website, you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

For further information about how to opt-out of the third-party cookies used on our Website, please review the policies of the relevant third parties referred to in this Cookie Policy. Alternatively, in relation to third party targeting / advertising cookies, you can visit the Network Advertising Initiative's opt-out page [here](#), which provides an online tool for you to remove third party cookies placed by the Network Advertising Initiative's members from your devices. Further, the Digital Advertising Alliance maintains a Website where consumers can opt out from receiving interest-based advertising from some or all of the network advertising companies participating in the program, which is available at [www.AboutAds.info/choices/](http://www.AboutAds.info/choices/).

#### **7. How can I contact PROCLAIM MEDIA GROUP, LLC about cookies?**

If you have any questions regarding this Cookie Policy or our use of cookies, please contact us here: [developer@krakenusa.com](mailto:developer@krakenusa.com)

#### **8. How does PROCLAIM MEDIA GROUP, LLC make changes to the Cookie Policy?**

This Cookie Policy was last changed on May 1, 2021.

This Cookie Policy may be updated from time to time. We will post the updated terms on our Website and, if necessary, signpost any changes from our Website. We recommend that you check this page from time to time to ensure that you are aware of and understand any changes.