This Cookie Notice ("**Notice**") supplements our Privacy Policy and describes how Ministry Brands Holdings, LLC and our family of companies ("**Ministry Brands**", "**we**", "**us**", or "**our**") uses Cookies on our websites, including ministrybrands.com, other Ministry Brands affiliated websites, and affiliates whose websites and mobile applications link to this Notice (collectively, the "**Sites**"). For an overview of the Ministry Brands family of companies and the Sites governed by this Notice, please click here.

This Notice supplements our Privacy Policy and is designed to help you understand what Cookies are, how Cookies may be used to collect Personal Information on the Sites, and how you can make choices about the Cookies we use.

Cookies and Tracking Technologies

Cookies, web beacons, tracking pixels, and other tracking technologies (collectively, "**Cookies**") collect information from you as you use our Sites. Each of these Cookies works somewhat differently. Some Cookies, for example, are small files that are stored on your computer when you visit our Sites. Some types of tracking technologies can also be employed on mobile apps. Information we get from Cookies helps us to understand how people use our Sites, and we use that information to improve our Sites and your experience.

First-Party and Third-Party Cookies

First-party Cookies are set by Ministry Brands on our Sites and are commonly required for the Sites to function and to be protected and secure. Third-party Cookies are set by our partners and service providers, including those who provide analytics, personalization, marketing, advertising, or interactive content on our Sites. Third-party Cookies are governed by each third party's specific privacy policy, not this one.

Cookie Types and Uses

Cookies may be session Cookies or persistent Cookies. Session Cookies are deleted from your device when you close your browser. Persistent Cookies remain stored on your device until deleted or until they reach their expiration date.

Functional and Performance Cookies provide functionality to the Sites, help us deliver our products and services, and monitor Sites' performance. For example, these technologies route traffic between servers, retain user preferences, and facilitate account log ins.

Security Cookies enable security features and allow us to detect activity that might violate our rules and Terms and Conditions, such as unauthorized access or activity.

Location Cookies permit us to use your approximate location, including using your IP address to derive your location, for purposes such as verifying your region and delivering or restricting

content based on your location.

Analytics Cookies allow us to understand, improve, and research features and content on the Sites, including how visitors navigate the Sites and our popular content and features.

Advertising Cookies allow us to deliver advertisements, customize advertisements for users, and track advertising campaign efficiency. We may use third parties to provide targeted advertising for us. These third-party advertising partners may use information from Cookies to help build visitor profiles and deliver relevant advertising on other websites and apps.

Information Automatically Collected through Cookies

We, and our service providers and vendors, may use Cookies to automatically collect information when you interact with the Sites. This information often includes:

- **Device Identifiers**, including internet browser, IP address, device ID, operating system version, approximate location, and push notification token.

- **Information about Your Interaction with the Sites**, including the times and dates you visited the Sites, pages you viewed, and links you clicked.

- **Usage Preferences**, including time zone, language, screen resolution, and other usage preferences you select when visiting the Sites.

- **Referring Link**, including the website or advertisement that referred you to our Sites.

We may combine automatically collected information with other Personal Information we obtain about you, which may include data we obtain from others. Cookies on our Sites may be used to collect Personal Information about your online activities over time and across different online services.

How We Use and Share Automatically Collected Information

We use and share your automatically collected information to analyze and improve our Sites and your experience on them and provide advertising and marketing services.

Improve User Experience

We use automatically collected information to improve your user experience. For example, the information provided through Cookies may be used to recognize you as a previous user of one of our Sites. This means you do not have to enter your Personal Information every time you visit or select the same setting repeatedly. Using Cookies, we can offer personalized content to you based on your location or interests.

Third-Party Analytics

We may engage third-party web analytics services, such as Google Analytics, Hotjar, Amazon

Kinesis Data Analytics, and Meta Business Suite, to help us understand and analyze how visitors interact with our Sites. We use such data to help us administer and improve the quality of our Sites.

Advertising and Marketing

We use third-party advertising partners that may use their own Cookies and our Cookie data to show you personalized ads and to measure the effectiveness of these ads. We may provide these third-party advertisers with information about your use of our Sites as well as aggregate or non-personal information about users of our Sites. They may use this information to build or enhance their understanding of you and your interests to provide you with more relevant ads.

Your Choices about Cookies

You may be able to use your browser settings (and extensions), device settings, and generally available opt-out mechanisms to choose how Cookies are used to collect information about you. Please be aware that disabling Cookies or limiting targeted advertising will not stop you from seeing advertisements online or in apps. The advertisements you see will, however, likely be less relevant to you.

Browser Settings

Most browsers allow you to review and delete Cookies stored on your device and to disable or prevent Cookies on the websites you visit. Cookies are generally easy to disable or delete, but the method varies depending on your browser. If you typically use more than one browser, you will need to disable or delete Cookies separately on each browser you use. If you disable Cookies, you may not be able to use certain features on our Sites and disabling Cookies may invalidate your other opt outs that rely on Cookies to function.

Your browser may have settings that allow you to transmit a "Do Not Track" signal when you visit a website or use online services. Like many websites, our Sites are not designed to respond to "Do Not Track" signals received from browsers. To learn more about "Do Not Track" signals, visit www.allaboutdnt.com.

Device Settings

Your device settings may allow you to manage Cookies, including by adjusting or resetting the advertising identifiers on your mobile device. iOS and Android devices allow you to use your privacy settings to control whether partners can use information about your app activity for advertising purposes.

Third-Party Opt-Out Mechanisms

Some of the vendors we work with offer tools that you can use to limit or opt out of their Cookies, such as:

- For more information on how Google Analytics uses data it collects, visit google.com/policies/privacy/partners/. To opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout. To adjust your Google advertising settings, visit adssettings.google.com.

- For more information regarding Microsoft's data practices, visit privacy.microsoft.com/en-us/privacystatement.

- To change your privacy and advertising settings with Facebook, login to your Facebook account and navigate to the Privacy Center at https://www.facebook.com/privacy/center/ or review your Ad Preferences at https://www.facebook.com/adpreferences/.

- To learn more about opting out of data collection by Oracle, visit datacloudoptout.oracle.com/optout.

- For more information about Matamo's functionality and data collection, visit https://matomo.org/privacy-policy/.

Some vendors we work with may participate in the Digital Advertising Alliance ("DAA") and its AdChoices opt-out program. For more information about the DAA and its opt out tool, you can visit youradchoices.com/ for web browsers or aboutads.info/appchoices for mobile apps. Other advertising networks and exchanges may participate in the Network Advertising Initiative ("NAI"). To learn more about opting out of targeted advertising or to use the NAI opt-out tool, visit networkadvertising.org/choices/ for web browsers or networkadvertising.org/mobile-choice/ for mobile apps.

We are not responsible for the effectiveness of, or compliance with, opt-out options or tools offered by others or the accuracy of their statements regarding their programs.

Contact

If you want to contact us about this Cookie Notice, please do so **here**. If you are our client's customer, please refer to the privacy policy or notice of the client for information regarding the client's privacy practices, choices, and controls, or contact the client directly.

You may also contact us by email at privacy@ministrybrands.com or by writing to the Ministry Brands Privacy Officer at:

Ministry Brands Holdings, LLC

Attn: Legal Department

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