

## ACCLAIM CONSULTING INC.

### Cookie Policy

Last modified: November 1, 2019

Acclaim and its third-party service providers use Cookies to provide Our Services and to help collect data. Together with the Privacy Policy, this Policy sets out the terms on how We use Cookies and Your choices related to them.

#### 1. Definitions

**“Cookie(s)”** are a range of tools to recognize Your visit and track Your access, interactions with and use of the Services. They include cookies (small text files, often consisting of a string of numbers and letters, that are placed on Your Computer and uniquely identify it), web beacons (electronic images also called single-pixel gifs), pixels, Flash cookies (local shared objects or “LSO”) and similar technologies. They are sent to Your browser by a website that you visit. When you visit any web site, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience. A website may set a cookie to Your browser if the browser’s preferences allow it. A browser does not allow a website to access the cookies that were set by other websites. Note, that if you restrict Cookies from Our Services, there may be some features or functionality of the Services that You will no longer be able to use.

**“Persistent Cookie(s)”** are Cookies that remain on Your Computer when you have gone offline.

**“Session Cookie(s)”** are deleted as soon as you close or exit Your web browser.

#### 2. What Types of Cookies We Use

2.1. The cookies might be persistent or session. Acclaim uses Cookies for many purposes:

- 2.1.1. **“Critical Cookies”**. 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. They help deliver the Services to You. 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.
- 2.1.2. **“Security Cookies”** help Us to authenticate You, prevent fraudulent use of login credentials and protect Your Content from unauthorized parties.
- 2.1.3. **“Analytics Cookies”**. These cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site. 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. They help Us collect information and website usage statistics without personally identifying Our Users.

- 2.1.4. “Functional Cookies”. These cookies enable the website to provide enhanced functionality and personalization. They help Us manage Your non-critical preferences, like personalization of the Services, fonts, etc. If you do not allow these cookies then some or all of these services may not function properly.
- 2.1.5. “Advertising Cookies” are used to introduce products or services that might be useful to You. They also help Us monitor Your interaction with the ads on Our websites so that We may rotate them or hide the ones that you saw too many times.
- 2.1.6. “Surveys Cookies” help Us to conduct surveys and remove completed ones.
- 2.1.7. “Social Sharing Cookies” assist Us in using sharing features for third party social media services from within Our Services

### **3. How We use Cookies.**

- 3.1. Below are more examples on how we use the Cookies from the groups above:
  - 3.1.1. to help You sign up for the Services or sign in into Your Account,
  - 3.1.2. to keep a session open after You log in,
  - 3.1.3. to provide You the Services,
  - 3.1.4. to compile individual and aggregated statistics that allow Us to understand how You use the Services and to help Us improve them,
  - 3.1.5. to customize Your visit to the Services by recognizing You when You return,
  - 3.1.6. to authenticate registered users and to provide access to certain areas of the Services that are available to limited registered users only,
  - 3.1.7. to protect Your information,
  - 3.1.8. to count users who have visited Our websites,
  - 3.1.9. to deliver co-branded services that you ordered,
  - 3.1.10. to collect data about Your visits, for example, we might collect details about Your Computer, browser, IP address, network and other technologies in order to recognize You over time or to determine if multiple devices may relate to the same User.
- 3.2. We may combine non-identifiable data collected from Cookies of other Users to improve Your and other Users’ experience.
- 3.3. We may use advertising networks and other third parties to display advertising on Our websites or to manage Our advertising on other sites. To support that activity, Our third party partners may place Cookies on Our Services and unaffiliated websites in order to serve Advertisements that may be relevant to You based on Your browsing activities and interests, and to determine effectiveness of such advertisements.

- 3.4. We may use third-party analytics providers that help Us compile aggregated statistics about the effectiveness of Our promotional campaigns and other communications and operations. Our Services might use Cookies from such providers.

#### **4. Third-Party Cookies.**

The Services may include banner advertisements or links to third-party Web sites. Advertising networks that serve ads may assign different cookies to You. Those cookies may be used to track Your involvement with the advertising site. You may choose not to accept these cookies. We do not control these parties, and You should review their privacy policies to learn more about what, why and how they collect and use Personal Information.

#### **5. How You can control the Cookies**

- 5.1. You can configure Your browser to accept all Cookies, reject all Cookies, or notify You when the Cookies are set. Additional information and tutorials about how to see what Cookies have been set and how to remove them is available on the Internet. Please use Your preferred Internet search platform to find the information from the source that You find reliable.
- 5.2. Please note that even if you opt-out of Cookies or otherwise opt-out of interest-based advertising, you will still receive advertisements, they just won't be tailored to your interests. Also, if you opt-out and later delete your Cookies, use a different browser, or use a new or different computer, you may need to renew Your opt-out choices. Please check back from time to time for updates to this Cookie Policy.
- 5.3. If You choose to reject Cookies that are essential or important to Our Services, You might not be able to use the Services or access Our websites.

Our mailing address is  
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