

## COOKIES, WEB BEACONS AND SIMILAR TECHNOLOGIES

Gooddog uses “Cookies”, web beacons, and similar technologies in connection with our Platform to obtain information. A Cookie is a small data file that is transferred to your device (e.g., your phone or your computer) for record-keeping purposes. Cookies can be disabled or removed by tools that are available in most commercial browsers. The preferences for each browser or device you use will need to be set separately and different browsers and devices offer different functionality and options. Please note that some parts of our Services may not work as intended or may not work at all without Cookies.

### **Gooddog Cookies and third party Cookies**

Gooddog, or our service providers, may place our Cookies on your device via our Platform. Accordingly, our Privacy Policy will apply to our treatment of the information we obtain via our Cookies. There are two types of Cookies — “persistent Cookies” and “session Cookies” — used in connection with our Services. Session Cookies will normally expire when you close your browser, while persistent Cookies will remain on your device after you close your browser, and can be used again the next time you access the Platform.

### **Gooddog uses of Cookies**

Gooddog uses Cookies for a number of purposes, such as:

**Operationally necessary.** We, and third party companies and individuals we engage to provide services to us, may use Cookies, web beacons, or other similar technologies (collectively “Cookies”) that are necessary to the operation of our sites, services, applications, and tools (“Platform”). This includes technologies that allow you access to our Platform that are required to identify irregular site behavior, prevent fraudulent activity, and improve security or similar functions;

**Performance-related.** We may use Cookies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help us understand how our visitors use our Platform, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our Platform;

**Functionality-related.** We may use Cookies that allow us to offer you enhanced functionality when accessing or using our Platform. This may include identifying you when you sign into our sites or keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our sites;

**Advertising or targeting-related.** We may use first-party or third-party Cookies to deliver content on our Platform or on third-party websites and applications. This includes using technologies to understand the usefulness to you of content that has been delivered to you, such as whether you have clicked on an advertisement.

**Google Analytics.** We also use Google Analytics, which uses Cookies and other, similar technologies to collect information about use of the Services anonymously and reports website trends, without identifying individual visitors. You can learn about Google's practices by going to [www.google.com/policies/privacy/?partners/](http://www.google.com/policies/privacy/?partners/), and opt out of them by downloading the opt-out

browser add-on available at <https://tools.google.com/dlpage/gaoptout>.

**Disabling Cookies.** Most browsers automatically accept Cookies, but you can modify your browser setting to decline Cookies by following the instructions provided in your browser. If you choose to decline Cookies, please note that you may not be able to sign in, customize, or use some of the interactive features of the Platform.

### **Changes to this Cookie Policy**

We can change this Cookie Policy at any time. If we make material changes to the Cookie Policy, we will let you know either by posting the changed Cookie Policy on the Platform or by sending you an email.

It's important that you review the changed Cookie Policy. If you do not wish to agree to the changed Cookie Policy, then we cannot continue to provide our Services to you, and your only option is to stop accessing our Services.