

## Rookly Cookie Policy

This “Cookie Policy” describes the different types of Cookies we use in connection with our Services. Please read this Cookie Policy for more information on how Rookly uses Cookies and how to manage Cookies on its website.

If you would like to learn more about our data privacy practices, please refer to our [Privacy Policy](#), or you can contact us at [help@rookly.com](mailto:help@rookly.com).

Terms that are capitalized but not defined in this Cookie Policy will have the meanings given to them in our Privacy Policy.

### 1. What Are Cookies?

Cookies are small data files that are placed on your computer or mobile device that are set by us or by third parties when you visit a website or other online service. Rookly uses Cookies for purposes such as to provide content or features on our Services, help us remember you and your preferences, and improve your user experience by making our Services more efficient and relevant to you. You can find more information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org).

In addition to Cookies, we use other technologies that are similar in function, such as pixel tags, also called web beacons or single-pixel tags/gifs, and local or web storage. Web beacons, or “clear gifs,” and single-pixel tags/gifs, or web tags, are tiny graphics with a unique identifier placed on a website or in an email that gather information about your interaction with that website or email. Because of their small size, they are not visible.

We use the term “Cookie” throughout this Cookie Policy to cover all these technologies mentioned above.

### 2. Types of Cookies

Cookies are often described by who created and placed them and how long they last. Types of Cookies generally include the following:

- **Persistent Cookies and Session Cookies**
  - *Persistent Cookies*: A persistent Cookie stays in your browser and will be read by us when you return. A persistent Cookie helps us recognize you as an existing user, so it is easier for you to return and interact with our Services.
  - *Session Cookies*: A session Cookie is temporary and enables you to move from page to page on our Services and allows information that you enter to be remembered. A session Cookie is deleted when you close your browser or after a short time.

- **First-Party Cookies and Third-Party Cookies**

- *First-party Cookies:* These are Cookies set by the publisher of the website or online service you are visiting. First-party Cookies may be set either by us or by a service provider at our request.
- *Third-party Cookies:* These are Cookies that are set by a party other than the publisher of the website you are visiting.

### 3. What Types of Information Do Cookies Collect?

Cookies collect different types of information depending on the type of Cookie and its purpose. Some examples of information that may be collected by Cookies when you use our Services include:

- The pages you visit within our Services;
- The buttons you click on our Services;
- The date and time you visit our Services;
- The amount of time you spend on our Services;
- The Internet Protocol ("IP") address used to connect your computer/mobile phone to the internet; and
- Your device (such as computer, mobile phone) and connection information such as your browser type and version and operating system.

### 4. How Do We Use Cookies?

We, our service providers, and/or agents acting on our behalf, use the following persistent and session Cookies (which may be first-party or third-party Cookies) on our Services:

- **Strictly Necessary Cookies:** These Cookies are essential because they enable our Services to work properly, and they cannot be disabled. Without these Cookies, some of our Services cannot be provided. These Cookies do not gather information about you for marketing purposes. For example, these Cookies are used to:
  - Track consents across the website domain
  - Remember the information that you fill in when performing certain activities on your Services;
  - Pass information from one page to the next, for example when filling out forms;
  - Provide our Services according to your preferences;
  - Read your browser and device settings to optimize the display of our Services;
  - Locate and identify misuse of our Services;
  - Load our Services uniformly to maintain accessibility; and

- Authenticate users and prevent fraud.
- **Functional Cookies:** We use functional Cookies to remember your choices so we can tailor our Services to provide you with enhanced features and personalized content. For example, these Cookies can be used to remember your name or preferences on our Services. We do not use functional Cookies for online marketing. While these Cookies can be disabled, this may result in less functionality during your use of our Services. For example, we use these Cookies to:
  - Provide you personalized experience, such as remembering how you have customized our Services;
  - Remember the information that you fill in when performing certain activities on our Services; and
  - Store your preferences such as language and location.
- **Performance or Analytics Cookies:** These Cookies help us understand how our Services are being accessed, used, or are performing. These performance or analytics Cookies may collect information about the content you view, the rate you engage with the content, what websites you visit immediately before and after visiting our Services, and your system and some geographic information. The information generated by these Cookies will be transmitted to and stored by the applicable analytics services. For example, we may use performance or analytics Cookies to:
  - Maintain and continually improve our Services;
  - Keep track of the number of visitors to the pages within our Services;
  - Keep track of the length of time that each visitor spends on the pages within our Services;
  - Determine the order in which a visitor visits the various pages or features within our Services;
  - Identify performance issues with our Services; and
  - Assess which parts of our Services need improvement.
- **Advertising Cookies:** These third-party cookies are used to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. Advertising cookies are usually placed by advertising platforms that work with other organizations to deliver personalized experiences to you. These cookies are used to:
  - Keep track of how you interact with the advertisements that we serve;
  - Keep track of which advertisements you have already been shown so that you are not always shown the same ones;
  - Keep track of how many visitors click on the advertisement; and
  - Improve reporting on campaign performance.

## 5. How to Manage or Delete Cookies

You can exercise your preferences concerning Cookies served on our Services by taking the steps outlined below.

To learn more about Cookies, including how to manage Cookies and opt-out of Cookies being placed on your devices, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

- **Browser Settings**

You may alter the Cookie settings in your browser settings at any time. Some browser manufacturers provide comprehensive help relating to cookie management in their products. You may elect to accept all or only certain Cookies. If you disable Cookies in your browser settings, however, you may find that certain sections of our Services will not work.

- *First-Party Cookies:* If you do not want Cookies placed on your device, you can adjust the setting of your Internet browser to reject some or all Cookies and to alert you when a Cookie is placed on your device. To do this, follow the instructions provided by your browser (usually located within the "Help," "Tools," or "Edit" settings). While adjusting your browser setting can prevent the future placement of Cookies, it does not remove existing persistent Cookies.
- *Third-Party Cookies:* Modern browsers also allow you to block third-party Cookies using the steps described above for first-party Cookies.

- **Additional Preferences Tools**

There are several services available that can assist you with managing your Cookie preferences, including industry groups, standards associations, and tools provided by the Cookie providers and social media sites. Please note that Rookly has no affiliation with, and is not responsible for, the third party websites.

- *Google Analytics:* You may download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.
- *Do Not Track:* You may turn on the Do Not Track ("DNT") setting in your browser, which will enable your browser to send a special signal to websites, analytics companies, plug in providers, and other web services you encounter while browsing to stop tracking your activity. To turn on your DNT signal, please visit [All About DNT](#). Please note that not all companies will respond to or honor DNT signals. Our Services do not respond to DNT signals.
- *Web Beacons and Pixels:* You may avoid web beacons and pixels by disabling the functionality that allows remote images to load in your email account and refraining from clicking on any links in email messages.

## **6. Changes to This Cookie Policy**

Rookly reserves the right to amend this Cookie Policy at any time. If we update this Cookie Policy, we will revise the “Effective Date” of the Privacy Policy that includes this Cookie Policy above and post a link to the new Cookie Policy on our Services. Changes to this Cookie Policy are effective when they are posted on this page. If we make any material changes, we will provide you with notice as required under applicable law. You are advised to review this Cookie Policy periodically for any changes.

## **7. Contact Us**

If you have any questions about this Cookie Policy, please contact by sending us a message at [help@rookly.com](mailto:help@rookly.com)