

ALYCE COOKIE STATEMENT

Last Updated: May 25, 2022

This Cookie Statement explains how Alyce, Inc. (“Alyce”, “we”, “us”, and “our”) uses cookies and similar technologies in the course of our business, including through www.alyce.com and all subpages (the “Alyce Site”) and when a person accepts a gift invitation and thereby interacts with us and the Alyce Site. We explain below what technologies we use and why we use them, as well as your options to control or opt-out of certain technologies. This Cookie Statement is a part of our [Privacy Policy](#), is incorporated therein, and shall be read to be consistent with our Privacy Policy. Capitalized terms used and not otherwise defined in this Cookie Statement have the meanings given to those terms in our [Privacy Policy](#). In certain cases, we may use cookies and other tracking technologies described in this Cookie Statement to collect Personal Information, or to collect information that becomes Personal Information if we combine it with other information we have. Personal Information will be treated in accordance with our Privacy Policy. For more information about how we process your Personal Information, consult our [Privacy Policy](#).

What are cookies?

Cookies are data files that are placed on your computer or mobile device when you visit a website. Cookies are commonly used by online service providers to (for example) make their websites or services perform as intended, to work more efficiently, as well as for advertising and marketing purposes or to better understand interactions with our products and services.

Cookies set by the website operator (Alyce, in this case) are referred to as “first-party cookies”. Cookies set by parties other than the website operator are referred to as “third-party cookies”. Third-party cookies enable third-party features or functionality to be provided on or through the website or service you are using (such as advertising, interactive content, and analytics). The third parties that set these third-party cookies can recognize your computer both when it visits the website or service in question and also when it visits certain other websites or services.

Why do we use cookies and other tracking technologies?

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for the Alyce Site to operate, and we refer to these as “Strictly Necessary Cookies”.

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Other cookies enable us and the third parties with whom we work to track and target the interests of visitors to the Alyce Site, and we refer to these as “Advertising Cookies”. Additionally we may use cookies to conduct analytics, for example, to help us understand how visitors interact with the Alyce Site (“Analytics Cookies”). The following describes how we use different categories of cookies and similar technologies and your options for managing the use of these technologies:

Cookie	Cookie Type	Privacy Policy Link
DoubleClick (Google)	Advertising	https://policies.google.com/privacy
Facebook	Advertising	https://www.facebook.com/policy.php
Google Analytics	Analytics	https://policies.google.com/privacy
Google Audiences	Advertising	https://policies.google.com/privacy
Google Tag Manager	Analytics	https://policies.google.com/privacy
Hotjar	Analytics	https://www.hotjar.com/legal/policies/privacy
LinkedIn Ads; Drawbridge	Advertising	https://www.linkedin.com/legal/privacy-policy
LinkedIn Analytics	Analytics	https://www.linkedin.com/legal/privacy-policy
Marketo	Analytics	https://documents.marketo.com/legal/privacy
Twitter Advertising	Advertising	https://twitter.com/en/privacy
Twitter Analytics	Analytics	https://twitter.com/en/privacy
Twitter Conversion	Analytics	https://twitter.com/en/privacy
Typekit (Adobe)	Strictly Necessary	https://www.adobe.com/privacy/policy.html

Targeted online advertising

We have engaged one or more third-party service providers to track and analyze both individualized usage and volume statistical information from interactions with the Alyce Site. We also partner with one or more third parties to manage and serve advertising on other sites. These third parties use cookies, web beacons, pixel tags and similar tracking technologies to collect and use certain information about your online activities, either on the Alyce Site and/or other sites or mobile apps, to infer your interests and deliver you targeted advertisements that are more tailored to you based on your browsing activities and

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inferred interests (“Interest Based Advertising”). For more information about this practice, click here: <http://www.aboutads.info/choices/>.

Our third-party service providers may also use cookies or web beacons to collect information about your visits to the Alyce Site and/or other sites to measure and track the effectiveness of advertisements and our online marketing activities (for example, by collecting data on how many times you click on one of our ads). The information collected by these third parties does not include personal information that enables you to be specifically identified (e.g., by reference to your name or email address).

Cookies served through the Service

Email campaigns

We automatically place single pixel gifs, also known as web beacons, in the emails sent by our Customers. These are tiny graphic files that contain unique identifiers that enable us and our Customers to recognize when their Gift Recipients have opened an email or clicked certain links.

How can I control cookies?

You have the right to decide whether to accept or reject cookies.

- *Browser Controls:* You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use the Alyce Site though your access to some functionality may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser’s help menu for more information.
- *Disabling Most Interest Based Advertising:* Most advertising networks offer you a way to opt out of Interest Based Advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/>.
- *Do Not Track:* Some Internet browsers - like Internet Explorer, Firefox, and Safari - include the ability to transmit “Do Not Track” or “DNT” signals. Since uniform standards for “DNT” signals have not been adopted, the Alyce Site does not currently process or respond to “DNT” signals.

How can I learn about any updates to this Cookie Statement?

We may update this Cookie Statement from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please re-visit this Cookie Statement

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frequently to stay informed about our use of cookies and related technologies. We will assume that you accept the terms of this Cookies Statement, as amended and updated from time to time, when you interact with the Alyce Site and our services.

The date at the top of this Cookie Statement indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at privacy@alyce.com.