

Ad and Cookie Policy

WE USE COMMON TRACKING TECHNOLOGIES

We collect personal information about users over time and across different websites when you use our website or service. We also have third parties – as described below – that collect personal information this way. To do this, we use several tracking tools. Our vendors may also use these tools. These may include browser cookies and device IDs. We may also use web beacons, flash cookies, and similar technologies.

WE USE TRACKING TECHNOLOGIES FOR A VARIETY OF REASONS

We use tracking tools, including cookies, on our websites. Cookies are small files that download when you access certain websites. To learn more, visit www.allaboutcookies.org or www.youronlinechoices.eu. These pages also explain how you can manage and delete cookies. We use tracking tools:

- To recognize new or past customers.
- To store your password if you are registered on our site.
- To improve our website.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising) as permitted by law.
- To observe your behaviors and browsing activities over time across multiple websites or other platforms as permitted by law.
- To better understand the interests of our customers and our website visitors.

WE ENGAGE IN INTEREST-BASED ADVERTISING

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms. This might include apps.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might be served on websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products. Where legally required we get consent to engage in interest-based advertising.

HOW DO WE GATHER RELEVANT INFORMATION ABOUT YOU FOR INTEREST-BASED ADVERTISING?

To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others.

As described above, we work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

YOU CAN CONTROL MANY OF OUR TRACKING TOOLS

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit www.allaboutcookies.org and www.adobe.com/devnet/security.html. To control flash cookies, which we may use on certain websites from time to time, you can go www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html. Why? Because flash cookies cannot be controlled through your browser settings.

Our Do Not Track Policy: Some websites have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Options you select are browser and device specific.

YOU CAN OPT-OUT OF ONLINE BEHAVIORAL ADVERTISING

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, [click here](#). Choices you make are both browser and device-specific.

WE USE SPECIFIC TRACKING TECHNOLOGIES

Here is more information about certain of the tracking technologies and cookies we may use on the sites where this policy appears. We may use all of these third party tracking technologies to improve our site and the experience of our visitors, as described in more detail below:

- **Adara**
We may use Adara to target advertising content to users based on their interests. Click here to [learn more](#) or set your preferences.
- **AddThis**
We use AddThis for social sharing that happens from the "Share This" website links. The cookie allows users to socially share content. AddThis might collect data for the purposes of Online Behavioral Advertising and includes information like where visitors came from and which type of browser the user is using. This might also include your IP address. Click here to [learn more](#) or set your preferences.
- **AppNexus**
AppNexus is a display advertising exchange that we use to manage and optimize our display advertising activity. Tags help us to facilitate the buying and selling of media advertising inventory through this online exchange. Click here to [learn more](#) or set your preferences.
- **DoubleClick and DoubleClick Floodlight**
Floodlights allow us to capture and report on the actions of users who visit our website after viewing or clicking on one of our paid search ads. This allows us to determine the effectiveness of our online campaigns in terms of both sales and user activity on our sites. We use this information to target advertising to users who may be interested in our products and services. Click here to [learn more](#) or set your preferences.
- **DoubleClick Bid Manager and DoubleClick Campaign Manager**
We may use these DoubleClick tools to manage and deliver advertising to users who have visited our website or clicked on our ads. Click here to [learn more](#) or set your preferences.
- **DoubleClick Search**

We may use DoubleClick Search to deliver advertising to users based on terms they enter into search engines. We may also use this tool to measure the effectiveness of our advertising. Click here to [learn more](#) or set your preferences.

- **Facebook Connect and Facebook Social Plugins**

We use this technology to allow users to share their experiences with our websites on Facebook. To opt-out, log out of your Facebook account and visit aboutads.info/choices.

- **Facebook Custom Audience**

We may use Facebook Custom Audience to deliver ads on Facebook to a certain group of users. We may also use this tool to capture and report on the actions of users after they click on one of our ads. To opt-out, log out of your Facebook account and visit aboutads.info/choices.

- **Facebook Social Graph**

We may use Facebook Social Graph to measure the effectiveness of our marketing campaigns. To opt-out, log out of your Facebook account and visit aboutads.info/choices.

- **Fonts.com**

We use fonts.com to optimize our websites that support a glyph-based language. To do so, a cookie is set that will store a subset of the fonts that a user has already viewed and downloaded. Click here to [learn more](#).

- **Google AdWords**

We may use Google AdWords to help us deliver advertising and measure the effectiveness of our campaigns. We may also use this tool to collect location information, create audience segments, and for remarketing purposes. Click here to [learn more](#) or set your preferences.

- **Google Analytics**

We use Google Analytics to collect information about users. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website. This may include user location information. We may use Google Analytics Advertising features for remarketing purposes. You can opt-out from being tracked by Google Analytics by installing the [Google Analytics Opt-Out Browser add-on](#) for your current web browser. Click here to [learn more](#).

- **Google Dynamic Remarketing**

We use these tracking tools to track user behavior over time and across third party sites to improve the effectiveness of our online advertising. We collect information about what ads users view and whether they click on the ads. We use this information to improve and customize our advertising. Click here to [learn more](#) or set your preferences.

- **Google Tag Manager**

We use Google Tag Manager in order to track user behavior, traffic analysis and marketing optimization. Click here to [learn more](#) or set your preferences.

- **Google+ Platform**

Google+ is, a social network owned by Google where users can assign people to different circles, such as friends, family, or acquaintances, and see various activity from the members of these circles. We reference our Google+ platforms using a small piece of HTML within our site's code. Click here to [learn more](#) or set your preferences.

- **MaxPoint**

We may use MaxPoint to understand how visitors come to our website. We also collect information about what browsers and devices our visitors use while browsing our website. Click here to [learn more](#) or to set your preferences.

- **MediaMath**

We use this technology to execute, manage, and optimize our advertising activities. Click here to [learn more](#) or set your preferences.

- **New Relic**

This cookie is used to track user sessions on our websites and is only used in browsers that do not support the Navigation Timing API. Click here to [learn more](#).

- **Omniture (Adobe Marketing Cloud)**

We use Omniture to collect information about how visitors use our website. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website. Click here to [learn more](#) or set your preferences.

- **Rubicon**

We use Rubicon to build, manage and optimize our display advertising activities. Click here to [learn more](#).

Options you may select are browser and device specific.

[Ad and Cookie Policy - Indonesian Bahasa](#)

[Ad and Cookie Policy - Malaysia Bahasa](#)

[Ad and Cookie Policy - Taiwan - Traditional Chinese](#)

[Ad and Cookie Policy - Thai](#)