

## SaveBetter LLC Cookie Policy

Cookies are data files placed on a device when it is used to visit SaveBetter.com. We use cookies at SaveBetter.com to improve our service for you. Some cookies we use are essential for some services to work; others are used to collect information of the use of the website (statistics) so that we can make the site more convenient and useful for you. Some cookies are temporary and will disappear when you close your browser; others are persistent and will stay on your computer for some time.

Some of the cookies are strictly necessary for the functionality of the site while others are used to enhance the performance and your user experience.

### **Strictly necessary cookies are used to:**

- Remember your product selection
- Remember how far you are through the enrollment process

### **Functional cookies are used to:**

- Remember your log-in details
- Make sure you are secure when logged-in

### **Performance cookies are used to:**

- Enhance the performance of the web site
- Enhance the user experience

### **Targeting cookies are used to:**

- Allow you to share and like
- Send information to other websites to customize their advertisement

If you would prefer not to accept Cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a Cookie, at which time you can choose whether or not to accept it; (ii) disable existing Cookies; or (iii) set your browser to automatically reject any Cookies. Start with these sites to learn more about your browser's privacy controls:

- [Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Opera](#)

Additionally, Firefox and Chrome have extensive repositories of add-ons that can help enhance your control over your privacy.

Please be aware that if you disable or reject cookies, some features and services may not work properly.

## **Google Analytics and Advertising**

SaveBetter, and SaveBetter' third party service providers on its behalf, including Google, may use the information you provide to us from your visits to SaveBetter.com to conduct analytics to help us better understand our users and improve our services, as well as to make you personalized offers of SaveBetter or third party products and services on SaveBetter.com and to feature personalized experiences on SaveBetter.com. In addition, SaveBetter may use external party analytics vendors to evaluate and provide us with information about the use and viewing of SaveBetter.com. We do not share personal information with these external parties, but ad network providers, the advertisers, sponsors and/or analytics service providers may set and access their own cookies, pixel tags and similar technologies on your device and they may otherwise collect or have access to information about you, including usage information.

You can use Google Analytics Opt-Out Browser Add-on to disable tracking by Google Analytics.

SaveBetter will not identify users or facilitate the merging of personal information with non-personal information collected through any Google advertising product or feature unless we have your prior affirmative (i.e., opt-in) consent to that identification and merger and are using a Google Analytics feature that expressly supports such identification or merger. We will not disaggregate data that Google reports in aggregate.

SaveBetter endeavors in good faith to adhere to self-regulatory advertising principles, such as the Digital Advertising Alliance's Principles. If you are interested in learning more about and/or opting out of online behavioral advertising, sometimes called interest-based advertising, we encourage you to visit one of the advertising industry-developed opt-out pages, such as <https://youradchoices.com/> or [aboutads.info](http://aboutads.info). Please note that while we provide these links for your convenience, we do not have access to, or control over, these third parties' use of cookies or other tracking technologies. We do not respond to browser Do-Not-Track signals.

Our website uses third party cookies from Google Analytics and Google Advertising Features which enable Google Analytics to collect data about the traffic on the website via Google advertising cookies and identifiers, in addition to data collected through a standard Google Analytics implementation.

## **Web Beacons**

We may also include web beacons (also known as Internet tags, pixel tags, tracking beacons and clear GIFs) with the content and ads that we deliver to you, which we will use to collect information regarding your interaction with such content and ads. A web beacon is a transparent graphic image placed on a web page or in an email, which indicates that a page or email has been viewed or that an email has been forwarded. In addition, a web beacon allows external parties to obtain information such as the IP address of the computer that downloaded the page on which the beacon appears, the URL of the page on which the beacon appears, the time the page containing the beacon was viewed, the type of browser used to view the page, and the information in

Cookies set by external parties. A web beacon may also tell your browser to get content from another server.

### **Policy Updates**

We may update this online cookie policy from time to time, and when we do, we will update the effective date of the policy on this page.

Effective Date: September 29, 2020