

# PRIVACY POLICY

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## 1. Overview.

You are visiting a website owned and operated by Texas Barton Group, Inc., and its subsidiaries (collectively, “TBG”, “us”, “we”, or “our”) are committed to maintaining your confidence and trust as it relates to the privacy and usage of your information. Please read below and learn how we collect, protect, share, and use your information as part of our technology platforms, and all of our products and services (our “Service(s)”).

This Privacy Policy applies to <https://apogeeinteriors.com> and all websites and mobile apps owned and operated by TBG or TBG’s affiliates on which this privacy policy is displayed (such websites and apps referred to hereafter as the “Website(s)” or “Site(s)”).

By using the Site, you agree to the terms of this Privacy Policy. Please read this entire Privacy Policy before using or submitting information to us through this Site or any online resource. Whenever you submit information via this Site, you consent to the collection, processing, use and disclosure of such information in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, you are not permitted to access or use the Site.

For purposes of this Privacy Policy, “Personal Information” shall mean any information by which you can be individually identified directly or in conjunction with other publicly available information, including, but not limited to your name, address, email address, telephone number, and any financial information you may provide for purposes of completing a transaction with TBG. This

Privacy Policy does not apply to information collected from offline resources and communications, except in cases where such information is consolidated with Personal Information collected by TBG through this Site. This Privacy Policy does not apply to any third-party websites linked to this Site. TBG is not responsible for the privacy practices or the content of these third-party sites.

**Notice to California Residents** (Click [here](#) to learn more about your California Privacy Rights and for our Notice of Collection of Personal Information).

**Cookies and IBA Policy** (Click [here](#) to learn more about how we use Cookies and how to opt-out of target advertising)

**DISCLAIMER:** The content appearing on any TBG websites, this Site, or other web-based resources is presented exclusively for informational purposes. You understand and agree TBG does not use this Site to provide medical advice, financial advice, or legal advice, and you should not assume information submitted through this Site is subject to health, financial or legal privacy laws or regulations. You will not rely on any statements made on this Site as though it were professional advice.

## 2. Categories of Information We Collect.

**Identifying Information:** We collect information that could identify you including, but not limited to, your name, mailing address, telephone number, mobile number, email address, driver's license number, and social security number. This information may be gathered from direct interactions with you, cookies, or other tracking technologies. It is also necessary for establishing a user account or profile. On occasion, similar information may be collected regarding other individuals at your direction.

**Payment Information:** Such as, credit and debit card information or other payment information.

**Digital Interaction Information:** We track how you interact with our website and mobile app, including, page views, clicks on specific elements, and form submissions. This helps us understand user behavior and improve our services.

**Technical and Device Information:** Information about the device and technology you use to access our services is collected, such as, device type, operating system, browser type and version, and IP address. This technical data supports service optimization and personalization of user experience.

**Usage and Behavioral Data:** We analyze your engagement with our services, which involves collecting data on time spent on our website, scroll depth on pages, and visit frequency. Additionally, we track conversion-related actions, like appointment scheduling and newsletter signups.

**Referral and Source Information:** We may collect information about the sources through which you were referred to our services, aiding in marketing analysis and strategy.

### **3. How We Collect Information.**

Information provided by you: You provide your personal information when you interact with us, such as when you register for our services, fill in forms, communicate with us, apply for jobs, and work for us.

Information from cookies and other tracking technologies: We use cookies, web beacons, and similar technologies to record your preferences, track the use of our Site and collect information. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We may combine this automatically collected log information with other information we collect about you. You may choose to set your web browser to refuse cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of our Site may not function properly.

### **4. How We Use Information.**

Any Personal Information collected by TBG may be used for the following purposes:

- a. For the business purposes of TBG or our business partners, including legally authorized marketing, sales, operational, and financial activities.
- b. To comply with any requests from you, including requests to complete a transaction, receive certain information, or share content from this Site with another individual.
- c. To better understand your needs and how we can improve our products and services.
- d. To communicate with you about products or services you might find interesting.
- e. To tailor your experience on our Site.

Where permitted by our arrangements with service providers, TBG may combine the Personal Information you share through this Site with other information you have shared with us, both online and offline. TBG may also combine this Personal Information with records provided by third parties. TBG uses this consolidated information to help better design TBG's services, to communicate information to you, to enhance marketing and research activities, and to facilitate other business functions.

Our data collection is focused on improving our services and providing you with a personalized and efficient experience.

### **5. Who We Share Information With.**

TBG may share Personal Information about you with our subsidiaries and affiliates. In addition, TBG may share your Personal Information with outside third parties solely for the following purposes:

- a. To help fulfill TBG's business transactions.

- b. To conduct technical maintenance of TBG's Site and other platforms.
- c. To facilitate a merger, consolidation, transfer of control or other corporate reorganization in which TBG participates.
- d. To facilitate a financing agreement in which the assets implicated include TBG's technical or information resources.
- e. To respond to appropriate requests of legitimate government authorities, or where required by applicable laws, court orders or government regulations.
- f. Where needed for corporate audits or to investigate or respond to a complaint or security threat.

Any subsidiaries or affiliates with whom TBG shares your Personal Information shall be required to treat such information in accordance with this Privacy Policy.

## **6. Cookies and Do Not Track.**

When you interact with our Services, open an email we send you, or visit a third-party website for which we provide Services, we and our partners use cookies and other tracking technologies such as pixel tags, web beacons, and widgets (collectively, "Cookies") to recognize you as a user, customize your online experiences and online content, including to serve you interest-based advertising, perform analytics; mitigate risk and prevent potential fraud, and promote trust and safety across our Services.

We use Cookies to collect your device information, internet activity information, and inferences as described above.

You can disable or decline some Cookies for our Services but, since some parts of our Service rely on Cookies to work, those services could become difficult or impossible to use.

Some web browsers have an optional setting called "Do Not Track" that lets you opt-out of being tracked by advertisers and some third parties. Our Site may not respond to Do Not Track requests or headers from some or all browsers because many of our Services will not function without tracking data.

If you want to know more about how we use Cookies and how to opt-out of this kind of tracking technology, please review our [Cookie and IBA Policy](#).

## **7. Use of Information for Marketing.**

TBG will not sell or transfer your Personal Information to any nonaffiliated entity for its own, independent direct marketing use unless we provide clear notice to you and obtain your explicit consent. TBG uses third-party advertising companies to place ads on other websites. These companies may use data about your visits to this Site and other websites to measure advertising effectiveness and to provide advertisements for our Site including services which may be of interest to you.

## **8. Updating and Accessing Your Information.**

TBG wants to be sure we keep only the most accurate and up-to-date information about you in our records. Depending on the Service, you may have the ability to view or edit some of your information online using the Service's interface. If you are a client, you can update your information by contacting us at [info@crtflooring.com](mailto:info@crtflooring.com) or through our Site request form available here: <https://apogeeinteriors.com>. TBG may limit or deny access to Personal Information where providing such access would be unreasonably burdensome or expensive, or as otherwise provided by law. In some circumstances, TBG may charge a reasonable fee, where warranted, for access to and other requests regarding Personal Information.

## **9. Social Media Plugins.**

This Site may use social media plugins to enable you to easily share information with others. When you visit this Site, the operator of the social media plugin may be able to place a cookie on your computer, enabling that operator to recognize individuals who have previously visited this Site. If you are logged into the associated social media website (e.g., Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, or Pinterest) while browsing on this Site, the social media plugin allows that social media website to receive information about your visit to this Site. The social media plugin may also allow the social media website to share information about your activities on this Site with other users of their social media website. For more information about the information shared via a particular social media plugin, you should refer to that social media website's privacy policy.

## **10. How We Protect Your Information.**

TBG and its affiliates, if applicable, take steps to protect Personal Information we access or receive through this Site from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Nevertheless, TBG makes no guarantee as to the security of your Personal Information and disclaims, to the fullest extent permitted by law, all liability and damages caused by loss, misuse and unauthorized access, disclosure, alteration, or destruction. We recommend you take any available precautions to protect Personal Information you submit on this Site.

## **11. Information Retention Period.**

We retain Personal Information for as long as needed or permitted in context of the purpose for which it was collected and consistent with applicable law. We calculate the retention period based upon the time the personal information is needed to: (a) fulfill the purposes described in this Privacy Policy, (b) meet the timelines required or recommended by regulators, professional bodies, or associations, (c) comply with applicable laws, legal holds, and other legal obligations (including contractual obligations), and (d) comply with your requests.

## **12. Notice, Choice, and Control.**

Before you provide Personal Information to TBG, we will provide you with notice (including through this Privacy Policy) about the purposes for which we collect and use Personal Information, how to contact us with any inquiries or complaints, the types of third parties to which we disclose

Personal Information and the choices and means by which you can limit the use and disclosure of your Personal Information. TBG also will provide you with notice before using or disclosing your Personal Information for a purpose other than for which it was originally collected.

### 13. Your Data Privacy Rights.

Your local privacy laws *may* grant you rights with respect to your personal information, and we will not knowingly discriminate against you because you have exercised any of your privacy rights. California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to the following:

- To **confirm** we process your personal information and, if so, to **access, correct, complete, object to or restrict the processing of, and delete certain** personal information we hold about you, including the rights to receive your personal information in a portable copy. To submit a request, you can contact us through our Site [contact form](#).
- To **opt-out of marketing emails** from us, in which you may [email us](#) or click the unsubscribe link at the bottom of each email that you receive from us.
- By [emailing](#) or [contacting](#) us, to opt-out of:
  - the use of your personal information for targeted advertising (including online behavior advertising) (excluding Iowa);
  - the sale of their personal information by [emailing](#) or [contacting](#) us; and
  - the use of your personal information for profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- To either limit (opt-out of) or require consent to process sensitive personal data.

The exact scope of these rights may vary by state. To exercise any of these rights please contact us through our Site [contact form](#). Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request through our Site [contact form](#).

California residents may have the rights as described in our [California Policy](#).

**IMPORTANT:** These rights are not absolutely guaranteed and there are several exceptions where we may not have an obligation to fulfill your request. We are only required to honor these rights to the extent we act as a controller of that data and the requested rights have been granted and apply to you under applicable data privacy laws. Please consult your local data privacy laws to determine what rights may be available to you and when access to these rights is limited. You may appeal an adverse decision on your requests by [emailing](#) or [contacting](#) us; and you have the right to lodge a complaint to your local regulator if you are not satisfied with our responses to your requests or how we manage your personal information. However, we encourage you to first [contact us](#) so we can address your concerns directly.

### 14. Changes to this Privacy Policy.

From time to time, TBG may revise this Privacy Policy to reflect changes to our business, Services, or applicable laws. If the revised version requires notice in accordance with applicable law, we will provide you with 30 days' prior notice by posting notice of the change on our Site, otherwise changes to this Privacy Policy will be promptly reflected on this page. TBG recommends you review this Privacy Policy regularly for any changes. Continued use of our Site after publication of any change in our Privacy Policy indicates your consent to the use of newly submitted information in accordance with the amended Privacy Policy. The date on which this policy was last revised is located at the top of this Privacy Policy.

#### **15. Visiting our Websites from Outside the United States.**

This Site is directed towards users who reside in the United States of America. It is not our intent to gather Personal Information from individuals residing outside the United States of America on this Site.

#### **16. Not Intended for Minors.**

Our Services are not designed or intended for use by children under the age of 13. Moreover, we do not knowingly collect any Personal Information from anyone under the age of 13 without the prior, verifiable consent of a parent or guardian in accordance with appropriate verification mechanisms under the Children's Online Privacy Protection Act. Anyone under 13 years old should seek their parent's or guardian's permission prior to using or disclosing any Personal Information on this Site. You must be 18 years of age or older to submit registration or survey information.

#### **17. How to Contact Us.**

For any questions regarding this Privacy Policy, the Site, or your Personal Information, we can be reached at [info@crtflooring.com](mailto:info@crtflooring.com) or through our [contact us](#) form on the Site.

#### **18. Supplemental Privacy Policies.**

Depending on the specific Service you are using or specific interactions you have with us (such as when you apply for a job or work for us), we may provide different or supplemental privacy policies that describe and govern how we use your personal information. When we do so, those different or supplemental privacy policies apply to that specific Service or those specific interactions. Of note, please review these supplemental privacy policies:

- For California Consumers, please review our [Notice at Collection for California Consumers under CCPA/CPPRA](#) ("California Policy").
- For more information on our use of cookies and other automated technologies as well as interest-based advertising, please review our [Cookie and IBA Policy](#).

**TEXAS BARTON GROUP, INC.**  
**SUPPLEMENTAL CALIFORNIA CONSUMER PRIVACY ACT (CCPA)**  
**NOTICE AT COLLECTION**

Last Revised: November 26,, 2024

This Notice at Collection for California Residents supplements the information contained in our [Privacy Policy](#) and applies to individuals who reside in the State of California. TBG provides this Notice to comply with the California Consumer Privacy Act of 2018 (“[CCPA](#)”) as amended by the California Privacy Rights Act of 2020 (“[CPR](#)”). To the extent this Notice conflicts with our [Privacy Policy](#), this Notice governs for California residents.

**About this Policy**

**TBG** = Texas Barton Group, Inc., a Texas corporation, its U.S. affiliates and subsidiaries and service providers (collectively, [TBG](#)”, “[we](#)”, “[our](#)” and “[us](#)”).

**You/Your** = customers, consumers, employees, applicants, contractors, and visitors (including their agents and representatives) of the entity or party you are acting on behalf of.

**Personal Information** = information that identifies, relates to, or could reasonably be linked with a particular California resident or household. However, personal information does not include publicly available, deidentified, or aggregate consumer information (which are all defined in CCPA/CPRA).

**Sensitive Personal Information** = a subtype of personal information consisting of specific information categories. While we collect information that falls within the sensitive personal information categories listed in the table below, the CCPA does not treat this information as sensitive because we do not collect or use it to infer characteristics about a person.

**Sell/Sold** = the disclosure of Personal Information for monetary or non-monetary benefits such as the ability to target advertising or enhance consumer profiles.

**Sharing** = the targeting of advertising to a consumer based on that consumer’s personal information obtained from the consumer’s activity across websites.

The specific Personal Information that we collect, use, and disclose relating to a California resident covered by the CCPA will vary based on our relationship or interaction with that individual.

Under the laws of California and certain other US states, we are required to provide you with the following additional information about: (1) the purpose for which we use each category of “[personal information](#)” we collect; and (2) the categories of third parties to which we (a) disclose such personal information for a business purpose, (b) “[share](#)” personal information for “[cross-context behavioral advertising](#),” and/or (c) “[sell](#)” such personal information.



## Data Collection and Use

TBG collects certain categories of data including personal information and sensitive personal information about you for the business purposes listed in the chart below.

We may sell the categories of personal information or sensitive personal information we collect or share it with third parties for cross-context behavioral advertising, as indicated in the chart below. To opt-out of personal information sales or sharing, you may do so by [emailing](#) or [contacting](#) us.

To view our full privacy policy notice, visit [Privacy Policy](#).

We may collect the personal information and sensitive personal information categories listed in the tables below. The tables also list, for each category, our expected retention period, use purposes, and whether we sell the information or share it with third parties for cross-context behavioral advertising].

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or device (“personal information”). In particular, we may have collected the following categories of personal information from consumers within the last twelve (12) months:

<b>Personal Information Category</b>	<b>Retention Period</b>	<b>Business Purpose</b>	<b>Sold or Shared</b>
<b>Identifiers</b> , such as real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or account or user name.	This information will be retained for the duration necessary to fulfill the stated purposes, but not longer than 1 year after the last interaction with the user, unless a longer retention period is required by law.	To verify the user’s identity, provide personalized assistance to veterans in applying for government benefits, maintain the security of our services, communicate with you, and comply with legal and record keeping obligations	No
<b>Internet or other similar network activity</b> , such as browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.	This data will be retained for a period not exceeding 1 year after the user’s last interaction with our website or services, unless we are required to retain this data for a longer period due to legal or regulatory obligations, to resolve disputes, or enforce our agreements.	To improve website functionality, user experience, and for security purposes.	No
<b>Geolocation data</b> , such as physical location or movements.	Geolocation data will be retained for the duration necessary to provide the requested services to the	To provide location-specific services and support, if applicable.	No

	user, but no longer than 1 year after the user's last use of the service, unless required by law.		
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### How Long We Retain Your Information

TBG retains Personal Information consistent with our record retention policies and as required by law. This enables us to comply with legal and regulatory requirements or use it where we need to for our legitimate purposes such as managing your account and dealing with any disputes or concerns that may arise. We may need to retain your information for a longer period where we need the information to comply with regulatory or legal requirements, or where we have another lawful reason to do so, e.g., fighting fraud and financial crime, responding to requests from regulators, etc. If we do not need to retain information for this period of time, we may destroy, delete, or anonymize it consistent with our records retention policies.

### Our Sources of Information

We obtain information from the following categories of sources:

- *Directly from you.* From documents that you provide to us in order to apply for, obtain, or maintain our services.
- *Customer interactions.* Through information we collect in the course of providing services to you, such as information collected during customer care interactions.
- *Third-Party Service Providers.* From vendors and third-party service providers who work on our behalf for marketing, account opening, and servicing needs.
- *Directly and indirectly from activity on our websites or partner websites or via mobile applications.* For example, from submissions through our website portal or website usage details collected automatically.
- *Online Activity.* Directly and indirectly from your activity on our websites or partner websites, or via mobile applications, including but not limited to the use of Google Tracking and Facebook Pixel to understand website interactions and improve user experience. or platforms.

### Recipients of Disclosures for Business Purposes

We disclose personal information for the business purposes described in the table above. When we disclose personal information for a business purpose, we enter a contract that describes the purposes and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We disclose your personal information for a business purpose to the following categories of third parties:

- Our affiliates.

- Service providers that act on our behalf, such as data storage providers, email providers, and advisors.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.

Additionally, for the purpose of analyzing web traffic and improving your experience on our website, we utilize certain third-party services, including but not limited to Google tracking and Facebook Pixel. These third-party services may collect information such as your IP address, cookies, and other identifiers. While these services do not involve a direct contract for the disclosure of personal information, they are engaged under their respective terms of service and privacy policies, and the data collected may be shared with us for the business purposes as described above.

### Your Rights under CCPA

The CCPA provides California residents with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

Among other rights provided by CCPA, you have the right to request access to the personal information we collect about you, the right to request that we correct the personal information we collect, the right to request that we delete the personal information we have collected from you, and the right not to receive discriminatory treatment for the exercise of your CCPA privacy rights.

To exercise these rights, you may do so by [emailing](#) or [contacting](#) us. In your request, you are asked to provide the following:

Required Information	Optional Information
First Name & Last Name	Alternate / previous address that might help us identify you or the California resident whose personal data is being requested in our systems. Examples include: <ul style="list-style-type: none"> <li>• An address used for your TBG Account (if different from current California Residential Address)</li> <li>• Previous residential / business address</li> </ul>
Purpose of your request (access, know, correct, or delete)	Last four digits of your or the other person’s Social Security Number
Current California Residential Address	Last four digits of your or the other person’s current / previous TBG account
Indicate whether you have or had a TBG account and what type of account or whether you’ve been employed by TBG.	Other information that may help us identify you or the other person, for example middle name, maiden name, suffix, nickname, etc.
Preferred method of receiving TBG’s response (mail / email).	
E-mail Address – required if requesting response by email	

Phone number – required for verification purposes (through which we may contact you or other person)	
If you are submitting this request on behalf of another person, please provide this additional information: <ul style="list-style-type: none"> <li>● Your name</li> <li>● Your contact information</li> <li>● What is your authorization to make this request?             <ul style="list-style-type: none"> <li>○ Registered with the California Secretary of State</li> <li>○ Power of Attorney; or</li> <li>○ Parent/Legal Guardian of a Minor</li> </ul> </li> </ul>	

Please note that your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot provide you with personal information if we cannot verify your identity or authority to make the request or we cannot confirm the personal information relates to you. Making a request does not require you to create an account with us. We will only use personal information provided in your request to verify your identity or authority to make the request.

**IMPORTANT:** These rights are not absolutely guaranteed and there are several exceptions where we may not have an obligation to fulfill your request. We are only required to honor these rights to the extent we act as a controller of that data and the requested rights have been granted and apply to you under applicable data privacy laws. Please consult your local data privacy laws to determine what rights may be available to you and when access to these rights is limited. You may appeal an adverse decision on your requests [by emailing or writing to us](#), and you have the right to lodge a complaint to your local regulator if you are not satisfied with our responses to your requests or how we manage your personal information. However, we encourage you to first [contact us](#) so we can address your concerns directly.

We process sensitive personal information only for those purposes expressly permitted under California law.

### Changes to Our CCPA Policy

We reserve the right to amend this privacy policy at our discretion and at any time. When we make changes to this privacy policy, we will notify you by email or through a notice on this page.

**TEXAS BARTON GROUP, INC.**  
**COOKIE AND IBA POLICY**

Last Revised: \_\_\_\_\_, 2024

This Cookie and IBA Policy supplements our [Privacy Policy](#) and specifically explains how we and our third-party business partners deploy cookies and other tracking technologies (which we call “Tracking Technologies”), including for interest-based advertising (IBA), as well as the options you have to control them.

**What are cookies and other tracking technologies?**

“Cookies” are small pieces of data, stored in text files, that are stored on your browser, computer, or other device. The cookies we use may include “flash cookies” (or “local shared objects”) and “HTML5 cookies” that store information on your device (outside of your browser) and are specific to content supported by Adobe® Flash or HTML5. We and our third-party business partners may also use other tracking technologies such as “web beacons” (also known as “tags” and “pixels”) which are small images embedded in our Services, content, or emails, as well as “embedded scripts” which are pieces of code that are temporarily downloaded onto your device. These other tracking technologies are often used in conjunction with cookies, but may be stored on your device in a different manner from cookies so disabling cookies may not also disable these tracking technologies.

These Tracking Technologies may be operated and set by us (known as “first party trackers”) or by our third party business partners, such as social media networks, advertising networks, and content providers, (known as “third party trackers”); and can be set either for a single visit (through a “session tracker”) so they are deleted after that visit or remain on your device to persist for multiple repeat visits (through a “persistent tracker”).

**Why do we use cookies and other tracking technologies?**

We use Tracking Technologies for several different purposes: these technologies are widely used to remember you and your preferences and understand how you interact with us so that we may perform essential functions (such as to provide our Services or deliver content and allow users to register and remain logged in), personalize our Services and content and ensure a quality, consistent, and efficient experience for our users, analyze your usage of our Services and interactions with content (including emails), and to deliver and measure advertising (including IBA).

**How can you control the use of Tracking Technologies?**

You may wish to restrict the use of cookies or completely prevent them from being set. Most modern browsers allow you to change your cookie and other tracker settings, and you can usually find these settings in the options or preferences menu of your browser. Flash cookies can only be deleted within Adobe Flash rather than via your browser, and please refer to [this Adobe help page](#) for information on how to manage Flash cookies. Additionally, you can opt-out of Google Analytics by installing [Google’s opt-out browser add-on](#).

You may also see a “[cookie banner](#)” on some of our Services, which allows you to manage our use of cookies and other Tracking Technologies – click on the banner for more information regarding which cookies are used on that particular Service and what you may disable, but please note that you cannot disable any Tracking Technologies that are categorized as strictly necessary.

Please be aware that some of the features of our Services may not function correctly if you disable all cookies or other technologies.

### **Do you honor Do Not Track Signals?**

Generally, we do not currently respond to, or take any action with respect to web browser “[do not track](#)” signals; however, in some instances, our third-party business partners who integrate within our Services will honor do not track signals.

### **What is Interest-Based Advertising?**

“[Interest-based advertising](#)” (IBA) is also commonly referred to as “[targeted advertising](#)”, “[online behavioral advertising](#)”, and “[personalized advertising](#)”, and it generally means the delivery of personalized or targeted advertising to you that are tailored to your specific interests and demographics. IBA may also include analytics and reporting related to those advertisements (such as ad measurement and attribution, segmentation, and market research).

We may send you IBA based on the use of Tracking Technologies and other information you make available to us when you interact with our Services, our content, and our advertisements. We engage various third-party business partners to serve you IBA and we may share with those third-party business partners certain information about you and our Tracking Technologies to do so. Some of these third parties will deploy their own Tracking Technologies on our Services and content when doing so, in which they automatically receive your IP address, browser or device information, and other information from these Tracking Technologies. Some of our third-party business partners (and their business partners) may also use or provide us with additional information about you that they have independently collected, from offline and online sources to better target and provide you with more relevant and useful advertising. Some of these third parties may collect personal information about your online activities over time and across different websites. Please note that we do not control the privacy practices of these third parties, and their privacy practices are not covered by this Privacy Policy.

### **How can you opt-out of IBA?**

In addition to the above, you may also be able to choose not to receive IBA from participating companies that participate in either:

- The Digital Advertising Alliance (DAA), in which you may opt-out of IBA using this [DAA tool](#); and/or
- The Network Advertising Initiative (NAI), in which you may opt-out of IBA using this [NAI Opt Out Tool](#); and/or
- The [AppChoices App](#) for opting out on mobile devices.

Certain mobile devices may have an advertising identifier that allows companies to serve IBA to a specific mobile device using that identifier. Depending on your specific device, you may be able to limit advertising, sharing of that advertising identifier, or reset the advertising identifier, as well as choose to turn off the device's location tracking – including precise geolocation tracking – on your mobile device or for certain applications. See your device manufacturer to understand what options are available to you. For more details on your choices regarding use of your web browsing activity for IBA you may also visit the following sites:

[networkadvertising.org](http://networkadvertising.org), [optout.aboutads.info](http://optout.aboutads.info) and [youradchoices.com](http://youradchoices.com).

Next, some of our Services may also display Do Not Sell My Personal Information or Do Not Share My Personal Information links (or similarly named links), in which clicking those links may allow you to opt-out of the “sharing” or “selling” of your personal information as required by certain local privacy laws. Doing so may limit the manner in which we and our third-party business partners may use your personal information in connection with IBA.

Please note that some of the options described above are browser-specific or device-specific, so you may need to opt-out again if you use a different device or change browsers. Please also note that, even if you opt-out of receiving IBA, you may still receive advertisements and marketing materials, but they may not be personalized to you specifically.