DeepHow Cookie Statement

Last updated: April 25, 2022

In this Cookie Policy, "users", "you", "your" and "yours" refer to the individual accessing the Website (as defined in the Privacy Policy) and, where applicable, to the company or legal entity on whose behalf the individual is viewing this Cookie Policy. DeepHow, LLC and its subsidiaries and corporate affiliates, are together referred to as "DeepHow", "us", "we" and "our".

This Cookie Statement explains how DeepHow uses cookies and similar technologies on the various websites operated by us, including program information and registration sites, www.DeepHow.com, and any other DeepHow websites that link to this policy.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, DeepHow) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable various features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third party cookies may be able to recognise your computer or other device both when it visits the website in question and sometimes also when it visits certain other websites.

Why do we use cookies?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Website and Services to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Website. Third parties serve cookies through our Website for analytics, advertising, and other purposes. This is described in more detail below.

The specific types of first and third party cookies served through our Website and Services and the purposes they perform are described in the table below:

Types of cookie	Who serves these cookies & what cookies do they serve	How to refuse
Essential website cookies: These cookies are strictly necessary to provide you with services available through our Website and Services and to use some of its features, such as access to secure areas.	N/A	Because these cookies are strictly necessary to deliver the Website and Services to you, you cannot refuse them. You may be able to block or delete them by changing your browser settings.

Types of cookie	Who serves these cookies & what cookies do they serve	How to refuse
Performance and functionality cookies: This cookie is used to enhance the performance and functionality of our Website and Services. For example, this cookie is used to collect information from visitors to provide a personalized experience on the Website and to determine how you interact with the Services, but is non-essential to their use. However, without this cookie, certain functionality may become disrupted.	N/A	To refuse this cookie, please follow the instructions below under the heading "How can I control cookies?"
Analytics and customisation cookies: These cookies collect information that is often used in aggregate form to help us enable analytics reporting for visitor engagement on the Website to understand how our Website are being used or our marketing campaigns' effectiveness.	[Matomo] - [matomo_lang] - [MATOMO_SESSID] - [zenMode]	To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, with respect to Google Analytics, please click on the relevant opt-out link below: • Google (https://tools.google.com/dlpage/gaoptout)

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. Our web pages and emails may contain "web beacons" or "pixel tags." Web beacons and pixel tags allow us to track receipt of an email, count users that have visited a web page or opened an email that contains a web beacon and collect other types of aggregate information. Using this information, we are able to measure the effectiveness of our content and how visitors use our Website. This allows us to learn what pages are most attractive to our visitors, which parts of our Website are the most interesting and what kind of offers our users like to see. Some of the web beacons that are in place on our Website are used only by us, and other web beacons are from our service providers who use this data to assist us in analyzing how our Website are used. Once you provide contact information to us after clicking on an email that contains a web beacon, your contact information may subsequently be cross-referenced to the source email and the relevant web beacon or pixel tag information.

How can I control cookies?

You may have the right to decide whether to accept or reject cookies. In some cases, you can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website though your access to some functionality and areas of our Website 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. Also, for more information, please refer to http://www.allaboutcookies.org/manage-cookies/.

How often will you update 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 therefore re-visit this Cookie Statement regularly to stay informed about our use of cookies and related technologies.

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 support@DeepHow.com.