

# Cookie Policy

## 1.0 Purpose

To make the Company websites and mobile applications (collectively, the “Sites”) work properly and to facilitate the best user experience, ACN Europe B.V. (“Company”, “we”, or “us”) may utilize small data files on your device known as cookies. This Cookie Policy (this “Cookie Policy”) explains what cookies are, how we use cookies, your choices regarding cookies, and provides further information about cookies. References made in this Cookie Policy to “Personal Data” are using that term as defined in our Membership Terms & Conditions, but generally it refers to information about you that is subject to applicable data protection laws and to other personally identifiable information provided by or related to you and users of our Sites. For more information related to use of the Sites and how the Company may use your Personal Data, please also review our Privacy Policy, and Website Terms of Use (collectively, the “Policies”).

You, the user of the Sites, should be aware of this Cookie Policy if you want to continue using the Sites, including the fact that we will utilize cookies. Be aware that you may adjust your browser security settings to your preferences regarding cookies; however, certain settings may negatively impact your user experience on the Sites and other websites.

## 2.0 What Are Cookies?

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either “persistent” cookies or “session” cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but Personal Data that we store about you may be linked to the information stored in and obtained from cookies. Cookies can be used by web servers to identify and track users as they navigate different pages on a website and identify users returning to a website.

If you do not know what cookies are, or how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance.

### 3.0 How Do We Use Cookies?

We use cookies to recognize a computer when a user visits the Sites, to track pages visited by a user on the Sites, to enable the use of a shopping cart, where applicable, on the Sites, to improve the website's usability, to administer the Sites, to prevent fraud and improve security of the Sites, to personalize the Sites, and to validate authenticated user sessions. We use session and persistent cookies on the Sites.

Please be advised that the cookie related information that may be collected is not used to identify you personally. These cookies are not used for any purpose other than those described herein.

The cookies we use can be classified into the following categories:

- **Essential Cookies.** We have identified these cookies as being strictly necessary for proper functioning of our websites and to allow users to access secure areas of the Sites.
- **Non-Essential Cookies.** These cookies are not essential for the Sites to function but are used to provide, maintain and improve our services to meet your needs. We do not set any of these cookies without your consent. We may process your Personal Data by means of these cookies. For more information on how we use your Personal Data, please review the Policies.

#### 3.1. Technical Cookies

We use a session cookie to remember your log-in for you if you are a registered user, and what you have put in the shopping basket, when you are on a page where a shopping basket may be available. These we deem strictly necessary to the function of the Sites. If these cookies are disabled, then various functionality on the Sites will be broken. The Sites runs the popular WordPress CMS and cookies are used to store basic data on your interactions with WordPress, and whether you have logged into WordPress. More information on session cookies generally and how they are used is available at <https://www.allaboutcookies.org>.

#### 3.2 Analytics Cookies

Google Analytics: We use Google Analytics to collect information about visitor behavior on the Sites. Google Analytics stores information about what pages you visit, how long you are on the Sites, how you got here and what you click on. This Google Analytics data is collected via a JavaScript tag in the pages of the Sites. Using Google Analytics, we do not collect or store

Personal Data that directly identifies you (such as your name or address) and configure Google Analytics such that Google does not use the data collected for its own purposes.

### **3.3 Third Party Cookies**

These are cookies set on your machine by external websites whose services are used on the Sites. Cookies that may be set across the Sites, depending upon the availability of the sharing third party website, include LinkedIn, Twitter and Facebook used in connection with the “share” buttons across the site for the purpose of permitting visitors to share content onto social networks. Certain videos on the Sites are hosted by Vimeo and cookies are used to enable you to watch the embedded video. In order to implement these features and connect them to the relevant social networks and external websites, there are scripts from domains outside of the Sites. You should be aware that these third party websites are likely to be collecting information about what you are doing all around the internet, including on the Sites.

You should check the respective policies of each of these third party websites to see how exactly they use your information and to find out how to opt out, or delete, such information.

### **4.0 How to Control Cookies**

You can control and/or delete cookies at your discretion by adjusting your browser’s settings (for instance, under the “Internet Options,” “Settings” or “Preferences” feature of your browser). Please note, however, that refusing to accept cookies from us may affect your experience using the Sites. Please visit <https://www.allaboutcookies.org/> for further details about how you may control cookies. You can delete all cookies that are already on your system, and you can set most browsers to prevent them from being placed. If you do this, however, you may need to manually adjust some preferences every time you visit a site (including the Sites), and some services and functionalities may not work as intended.

We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt -out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s website, located here: <http://optout.networkadvertising.org/?c=1>.