

PRIVACY POLICY

Effective date: January 1, 2022

This notice explains GwennKnapp.com's approach to cookies and other online data collection technologies.

When you visit our websites, use our mobile apps, engage with our online ads or emails, we collect information, using technologies such as cookies, pixel tags (also called web beacons), browser analysis tools and server logs. Each of these technologies is explained below.

1. How We Use Cookies

- **We use cookies** and other online data collection tools for several different purposes. Strictly necessary cookies and tags are used by GwennKnapp.com to support the basic operations of our websites and apps. They enable core website functions, such as authentication, security, network management and accessibility. You may be able to disable these by changing your browser settings, but this may affect how the website functions.
- **Performance and operation cookies** and tags are used by us and our service providers to manage our websites. These activities may include collecting analytics about visitors to our website and collecting information about website usage. We use the information to compile reports and to help us improve the website. These cookies help us gather data to optimize our website's performance.
- **Site experience cookies** and tags are used to support your experience and include user-selected options and site navigation aids.
- **Marketing and personalization cookies** are used to enable social sharing and to deliver interest-based ads to you online.
- **We do not give or sell any personally identifiable information to third-party advertising companies.**

2. Your Choices

- For websites in the United States and Europe, GwennKnapp.com provides you with the ability to manage cookies that are not essential to display our website using "Manage Your Cookies." Many websites only place marketing, personalization, and advertising cookies if you explicitly accept these cookies by clicking "Accept All Cookies" when you first visit the website. If you have accepted cookies, you adjust your preferences by using that link.

- You can manage cookies and delete cookies from GwennKnapp.com and other companies using your browser settings. Browsers such as Chrome, Internet Explorer, Firefox and Safari give you the ability to accept, reject or delete cookies. Visit the “help center” for your browser to learn more.
- You can also take advantage of industry-sponsored programs that allow you to control the way companies advertise to you.
- The Network Advertising Initiative (NAI) manages an opt-out program for many third-party advertising companies. You can opt out of being targeted by NAI members by visiting https://www.networkadvertising.org/consumer/opt_out.asp.

Additional information on cookies and online advertising choices are offered by:

Adobe Marketing Cloud: If you would like more information on how to remove yourself from the tracking and reporting functions performed for this website by Adobe Marketing Cloud, please visit the Opt-Out page at <http://www.adobe.com/privacy/marketing-cloud.html>.

Google: For information on how Google Analytics uses data please visit “How Google uses data when you use our partners’ sites or apps,” located at <https://www.google.com/policies/privacy/partners>.

In most cases, the choices you make are linked to your browser. If you use different browsers or different devices, you will need to set your preferences on each one. Even if you opt-out, you may still receive ads that are not customized for you, unrelated to your browser settings. Although our websites currently do not have a mechanism to recognize the various web browser Do Not Track signals, we do offer our customers choices to manage their cookie preferences as described in the previous section. To learn more about browser tracking signals and Do Not Track please visit <https://allaboutdnt.com/>.

3. Social Media and other Platforms

Our websites may enable you to interact with us and others via social media platforms. This functionality is enabled using social media cookies and tags. For example, some GwennKnapp.com websites allow you to sign in using social media platform credentials. Please read the privacy statements provided by your social media platforms to understand how they use your information and to manage your choices.

We may display interest-based ads to you when you are using social media platforms. These platforms allow us to personalize the ads that we display to you. To enable delivery of these ads, we convert your email address into a unique number. The platforms also convert their user emails into unique numbers using the same process. This allows the records to be matched without any exchange of data elements that can identify you on their own. The platforms perform the matching as a service provider to GwennKnapp.com, and they do not retain or use the file that we send them for their own purposes. This process allows the platform to deliver our ads to

our customers on the platform. The platforms may gain insights about individuals who respond to the ads we serve.

4. Other Types of Online Data Collection

Our **server logs** record information about users to our websites. We may use these logs for internal purposes, such as website administration, optimization and security. We may also use the data for fraud-protection, personalization and advertising.

We collect **device identifiers** and other device-related information, including your device's advertising ID if available. This information is used to identify the device and authenticate you. We may also use device-related information to associate you with different devices that you may use, including for fraud-protection purposes and to better target advertising. In many cases, you can reset your device's advertising ID. Both Android and iOS devices enable you to reset your device identifier under the "settings" menu.

5. A Guide to Cookies and Other Technologies

- **Cookies**

Cookies are small text files that websites send to your computer or other internet-connected device to uniquely identify your browser or to store information or settings in your browser. Cookies allow us to recognize you when you return. They also help us provide a customized experience and can enable us to detect certain kinds of fraud.

First-party cookies are those cookies that are placed by GwennKnapp.com. These cookies are used by GwennKnapp.com and include all the essential cookies.

Third-party cookies are placed by another company, including service providers, social media cookies and third-party advertising companies. Cookies placed by third parties can be read by these third parties when you visit other sites in the advertising network, allowing a profile of your online behavior to be created so that the third party can deliver targeted ads from all its customers.

- **Flash Cookies and Silverlight Cookies**

A Flash Cookie (also known as a Local Stored Object) is a small data file placed on a computer using Adobe Flash technology. A Silverlight Cookie is a small data file placed on a computer using Microsoft's Silverlight technology. Flash and Silverlight are applications that allow delivery of dynamic content, such as video clips and animation. These cookies are used to personalize and enhance your online experience, deliver dynamic content, and for security purposes. They differ from "regular cookies" in that they are not managed using your browser settings. See Your Choices above for how to manage these types of cookies.

- **Pixel Tags and Web Beacons**

Pixel tags (also called web beacons) are tiny graphic images and small blocks of code placed on website pages, ads, or in emails that allow us to determine whether you have performed a specific action. When you access the pages or you open an email, the tag lets us know you have accessed the web page or opened the email. These tools allow us to measure response to our communications and improve our web pages and promotions.

- **Server Logs**

Server logs record activities on our websites. Other types of logs collect similar information from our apps. These logs record information about the device you use to access our website, your operating system type, browser type, domain and other system settings, as well as the language your system uses and the country and time zone where your device is located. Our logs also record the IP address of the device you use to connect to the Internet. An IP address is a unique identifier that devices require to identify and communicate with each other on the Internet. We may also collect information about the website you were visiting before you came to GwennKnapp.com and the website you visit after you leave our site.