

## Cookie Policy

Effective date: August 27, 2024

This Cookie Policy explains how Clockwise, Inc. (“Clockwise,” “we,” “us,” or “our”) uses cookies, pixel tags, web beacons, clear GIFs, JavaScript and other similar technologies (collectively, “Cookies”) to enable our servers to recognize your web browser and tell us how and when you visit and use our Services (as defined in our [Terms of Use](#)), analyze trends, learn about our user base and operate and improve our Services. It explains what these technologies are and why we use them, as well as your rights to control our use of Cookies.

Please see our [Privacy Policy](#) for more information about how Clockwise collects, uses, and discloses your Personal Data.

### **What is a Cookie?**

Cookies are small pieces of data – usually text files – placed on your computer, tablet, phone, or similar device when you use that device to visit our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, the Services do not support “Do Not Track” requests sent from a browser at this time. For more information about the Kinds of Cookies we use and the purposes for which we use Cookies, please consult the chart below.

There are four broad categories of Cookies:

- **Essential Cookies.** Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- **Functional/Personalization Cookies.** Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising.
- **Retargeting/Advertising Cookies.** Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled “Information about Interest-Based Advertisements”

### **What Types of Cookies Do We Use And For Which Purposes?**

We use the following types of Cookies:

Purpose	Lifespan	Third Party Cookies
Essential Cookies	6 - 12 months	● Hubspot

		<ul style="list-style-type: none"> <li>● LinkedIn</li> <li>● Doubleclick</li> </ul>
<b>Functional/Personalization Cookies</b>	6 - 12 months	<ul style="list-style-type: none"> <li>● VWO</li> <li>● Hubspot</li> <li>● LinkedIn</li> </ul>
<b>Performance/Analytical Cookies</b>	Up to 2 years	<ul style="list-style-type: none"> <li>● Google Analytics</li> <li>● Mouseflow</li> <li>● Segment.io</li> </ul>
<b>Retargeting/Advertising Cookies</b>	6 - 12 months	<ul style="list-style-type: none"> <li>● Meta</li> <li>● Google Ads</li> <li>● LinkedIn</li> <li>● Microsoft Bing</li> </ul>

**Managing Cookies**

You can decide whether or not to accept Cookies through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your computer. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some of the Services and functionalities may not work.

To explore what Cookie setting are available to you or to modify your preferences with respect to Cookies, you can access your Cookie management settings by clicking on “Cookie Preferences” within the bottom navigation of getclockwise.com, or by looking in the settings and preferences section of your browser’s menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit <https://ico.org.uk/for-the-public/online/cookies/> or <http://www.allaboutcookies.org/>.

Additionally, some third-party advertising networks, for example, Google, Inc. (“Google”) allow users to opt-out of or customize preferences associated with their internet browsing. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>. Please note that Google’s ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy.

**Information about Interest-Based Advertisements**

We may serve advertisements, and also allow third-party ad networks, including third-party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements regarding the Services. Our Services do not host advertisements of any third parties. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors

("Interest-Based Ads"). Information for Interest-Based Ads (including Personal Data) may be provided to us by you, or derived from the usage patterns of particular users on the Services and/or services of third parties. Such information may be gathered through tracking users' activities across time and unaffiliated properties, including when you leave the Services. To accomplish this, we or our service providers may deliver Cookies, including a file (known as a "web beacon") from an ad network to you through the Services. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Web beacons allow ad networks to view, edit or set their own Cookies on your browser, just as if you had requested a web page from their site.

We comply with the Digital Advertising Alliance ("DAA") Self-Regulatory Principles for Online Behavioral Advertising. Through the DAA and Network Advertising Initiative ("NAI"), several media and marketing associations have developed an industry self-regulatory program to give consumers a better understanding of, and greater control over, ads that are customized based on a consumer's online behavior across different websites and properties. To make choices about Interest-Based Ads from participating third parties, including to opt-out of receiving behaviorally targeted advertisements from participating organizations, please visit the DAA's or NAI's consumer opt-out pages, which are located at <http://www.networkadvertising.org/choices/> or [www.aboutads.info/choices](http://www.aboutads.info/choices). Users in the European Union should visit the European Interactive Digital Advertising Alliance's user information website <http://www.youronlinechoices.eu/>.

## Contact Us

If you have any questions or comments about this Cookie Policy, how we use Cookies or your choices regarding such use, please do not hesitate to contact us at:

- **Email:** [support@getclockwise.com](mailto:support@getclockwise.com)
- **Phone:** 888-720-9788