

Advertising

We leverage cookie-based technology to group users into re-marketing audiences who have expressed an interest in our procedures by accessing key pages throughout our website. We do not collect any personally identifying information with this cookie. Audience members may be shown text and/or image ads on any Google or 3rd party Internet sites for a limited period of time.

Third Parties on our Website and Our Advertiser' Websites

In order to allow AdRoll and our Advertisers to reach the best inventory online, we work with third party advertising companies (our "Advertising Partners") to help us recognize you and serve relevant advertisements to you when you visit a website or online service in their network. We also work with Advertising Partners who help us recognize you across different devices in order to show you relevant advertisements. Our Advertising Partners may collect information about your activities on our website, our Advertisers' websites, and other websites or online services in their networks. We also work with third party companies to assist us with website analytics such as evaluating the use and operation of our website so that we can continue to enhance the website and our services.

Technologies We and Our Third Party Advertising Partners Use

AdRoll uses technologies such as cookies and pixels to keep track of your activities on our website and our Advertiser's websites, and to serve you more relevant advertisements. A cookie is a small text file that is stored on your device for record-keeping purposes. Session cookies expire when you close your browser. Persistent cookies remain on your device for an extended period of time. We and our third party partners use session cookies and persistent cookies to make it easier for you to navigate and enhance the experience of our site, and to monitor and

evaluate our website's operation and use.

We use persistent cookies to keep track of your activities when you visit our website or our Advertisers' websites, and to serve you relevant advertisements. Our Advertising Partners also place persistent cookies on your device when you visit our website or our Advertisers' websites in order to help us recognize you and serve relevant advertisements to you when you visit their website or online service or websites in their networks. AdRoll's policy is that our Advertising Partners only collect information that does not personally or directly identify you via these cookies and we will cease working with partners found violating this policy. You can remove cookies by following directions provided in your Internet browser's "help" file. You may also decline our cookies if your browser permits, but doing so may interfere with your use of our website.

Your choices regarding relevant advertisements

We believe in giving you control over which ads you see. You may opt out of having your data collected from this browser on this device for the purpose of receiving targeted or retargeted ads from AdRoll (whether served by us or on our behalf). You may also opt out of receiving relevant ads from some of our Advertising Partners. If you delete your cookies you will need to opt out again. Further, if you use multiple browsers or devices, you will need to execute this opt out on each browser or device.

Click here to adjust your advertising preferences

AdRoll is a member in good standing of the **Network Advertising Initiative (NAI)**. If you prefer, you may use the NAI opt out tool. We also comply with the Self-Regulatory Principles for Online Behavioral Advertising as managed by the Digital Advertising Alliance (DAA). You may opt out via the DAA website at <http://www.aboutads.info/choices/>. We also adhere to the European Interactive Advertising Digital

Alliance (EDAA). You may opt out via the **Your Online Choices** website.

Where required by applicable law, we obtain individuals' consent for storing and receiving information collected via technologies such as cookies and pixels to keep track of your activities on our website and our Advertiser's websites, and to serve you more relevant advertisements.

The benefits of interest based advertising:

Save Money: Relevant ads can offer you deals and discounts that will interest you and save you money.

Free Your Inbox: Brands can market to you without clogging your email inbox with messages.

Keep Content Free: Free online content is made possible by effective online advertising, like targeting and retargeting.

If you have any questions about this privacy statement, the practices of this site, or your dealings with this site, you can contact us and we will gladly assist you.