

# App Academy

## Cookie Policy

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Hash Map Labs Inc. and its subsidiaries, including App Academy, LLC, (collectively, “App Academy,” “we” or “us”) is committed to transparency with respect to its data collection and use practices. This Cookie Policy (“**Cookie Policy**”) explains how we use cookies throughout the Site and use of the App Academy Services and your related choices. Please note that this Cookie Policy is provided as a statement about privacy and App Academy’s use of cookies and similar technologies. Terms that are capitalized but not defined in this Cookie Policy will have the meanings given to them in the App Academy Privacy Policy or relevant terms of service (as applicable).

### 1. “Cookies” Explained and Why They are Used

A cookie is a small piece of data that is stored on your computer or device in order to remember information about you, such as your language and/or currency preference or login information. You can find more information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

The term cookie actually describes a range of technologies, including: pixel tags, also called web beacons or single-pixel gifs, (transparent graphic images placed on a web page or in an email, which indicate that a page or email has been viewed), mobile device identifiers, and web storage used in desktop software or mobile devices. We’ll use the term cookie throughout this Cookie Policy to cover all of these technologies, but we’ll make sure we provide you with clear details about them all so that you can make informed choices about your cookie settings.

Cookies may be used for many different purposes. For example, cookies can be used to show that you have previously visited the Site or used a feature of the App Academy Services and to identify which parts of the Site and App Academy Services you might be most interested in. Cookies can also improve your online experience by storing your preferences during your visit to the Site and/or use of the App Academy Services.

Cookies can be described by who created and placed them and how long they last. Cookies are often identified by their types, which include the following:

#### TYPES OF COOKIES

##### Session and Persistent Cookies

- *Session Cookies* - these are cookies that expire once you close your web browser; and
- *Persistent Cookies* - these are cookies that stay on your device for a set period of time or until you delete them.

##### First and Third Party Cookies

- *First-party cookies* - these are cookies set by the website that you are visiting at that time, either by us, or by a third party at our request;
- *Third-party cookies* - these are cookies that are set by a party other than that of the website you are visiting. Please note that we do not control the collection or further use of data by third parties.

## 2. Categories of Cookies Used by App Academy and for What Purpose

We, or our service providers acting on our behalf, use the types of cookies identified above in the following ways:

**Strictly Necessary** – These cookies are necessary for the Site and App Academy Services to function and cannot be switched off in our systems. They are usually only set in response to actions you take that are a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the Site and/or App Academy Services may not work. For example, these cookies are used to:

- Remember information that you fill in when performing certain activities on the Site and/or use of the App Academy Services.
- Pass information from one page to the next, for example when filling out support forms or surveys.
- Provide the Site and/or Services according to your preferences such as language, location, and currency.
- Read your browser and device settings to optimize the display of the Site and/or App Academy Services.
- Locate and identify misuse of the Site and/or Services.
- Load the Site and/or Services uniformly to maintain accessibility.
- Offer options to store your log-in details to streamline your access to the Site and/or Services.
- Authenticate users and prevent fraud.

**Performance/Analytics Cookies** -- These cookies collect information about how visitors use our Site or Services, for instance which pages visitors go to most often, and if they get error messages from web pages or in interactions with the App Academy Services. All information these cookies collect is aggregated and therefore anonymous. Web analytics that use cookies to gather data to enhance the performance of a website fall into this category. For example, they may be used for testing designs and ensuring a consistent look and feel is maintained for the user. This category does not include cookies used for behavioral/targeted advertising networks. We use this information to analyze how the services are accessed, used, or performing. For example, these cookies are used to:

- Maintain and continually improve the Site and Services.
- Keep track of the number of visitors to the pages within the Site.
- Keep track of the length of time that each visitor spends on the pages within the Site and/or the features of the Services.
- Determine the order in which a visitor visits the various pages within the Site and/or features of the Services.
- Determine the website a visitor was at before navigating to the Site and the website a visitor is going to immediately after leaving the Site.
- Identify performance issues with the Site and/or Services (or any component thereof).
- Assess which parts of the Site and/or Services (or any component thereof) need improvement.
- Obtain information from our email newsletters or other communications we send to you, including whether you opened or forwarded a newsletter or clicked on any of its content, which tells us about our newsletters' effectiveness and helps us ensure that we're delivering information that you find interesting.

**Functionality Cookies** -- These cookies remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. The information these cookies collect may be anonymized, and they cannot track your browsing activity on other websites. These cookies let us operate and provide the Site and App Academy Services to you according to your preferences. For example, we use these cookies to:

- Provide you the Site and Services based on information you provide to us, such as remembering your username and how you have customized the Site and/or Services.
- Remember information that you fill in when performing certain activities on the Site and/or the Services.
- Store your preferences such as language, location, and currency.
- Offer options to store your log-in details to streamline your access to the Site and Services.

**Content Sharing Cookies** - Certain content on the Site and/or Services (e.g. articles, pictures and videos) can be shared and liked via social media by means of “share” buttons. If you click on the “share” button for a third-party social media

site, that social media site will collect your personal information and data for their own purposes. As stated in the Privacy Policy, App Academy has no control over how these third-party social media services make use of your personal information and data. We encourage you to read the applicable privacy policies for such third-party social media services to understand how your personal information may be used by them – and adjust your privacy settings accordingly. Please refer directly to the privacy policies linked below of the third-party social media services currently available through the Site and/or Services:

- <https://twitter.com/en/privacy>
- <https://www.facebook.com/privacy/explanation>
- <https://www.linkedin.com/legal/privacy-policy>

**Targeting/Advertising Cookies** – These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. They are usually placed by advertising networks with the website operator’s permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Please note that we do not control the collection or further use of data by third parties. App Academy uses these cookies to:

- Keep track of which advertisements you have already been shown so that you are not always shown the same ones.
- Keep track of how many visitors click on the advertisement.
- keep track of how many orders are placed by way of the advertisement.

Please note that even if such cookies are not used you may still be shown advertisements that do not utilize cookies.

Please refer to the privacy policies of the third party advertising services listed in the table below that are currently utilized through the Site and/or Services.

### 3. Third-Party Cookie Table

Refer below to our cookie table for a sample of our third-party and service provider cookies. This information is updated from time to time, but may not reflect our most current usage of cookies.

Cookie Provider	Cookie Name
Google DoubleClick	test_cookie
LinkedIn	UserMatchHistory
	AnalyticsSyncHistory
	bcookie
	lidc
	bscookie
	lang

### 4. How to Manage Your Cookie Preferences

Where required by applicable law, we will obtain your consent prior to setting cookies (except for strictly necessary cookies). In order to manage your cookie preferences, you may alter the cookie settings in your browser settings at any

time. You may accept all, or certain, cookies. If you do disable our cookies in your browser settings, you may find that certain sections of Site and/or App Academy Services will not work. For example, you may have difficulties logging in.

To learn more about cookies, including how to manage cookies and opt-out of cookies being placed on your device, please visit <http://www.allaboutcookies.org/manage-cookies/index.html>.

### **Browser Settings and Preferences Tools**

There are several services available that can assist you with managing your cookie preferences, including browser settings and plug-ins, industry groups and standards associations, and tools provided by the cookie providers and social media sites. Below are some ways to manage and block cookies. Please note that App Academy has no affiliation with, and is not responsible for, the below third party websites.

- You may download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.
- You may turn on the Do Not Track (“DNT”) setting in your browser, which will enable your browser to send a special signal to websites, analytics companies, plug in providers, and other web services you encounter while browsing to stop tracking your activity. To turn on your DNT signal, please visit <https://allaboutdnt.com/#adjust-settings>. Please note that not all companies will respond to or honor DNT signals.
- You may manage your settings through the Network Advertising Initiative (NAI) opt-out tool at <http://optout.networkadvertising.org/?c=1>.
- You may use the DAA consumer choice tools to apply opt-outs to interest-based advertising and other applicable uses of web-viewing data by DAA participating companies by visiting <http://optout.aboutads.info/?c=2&lang=EN#completed>.
- With respect to social media “share” buttons, many of these social media sites handle tracking differently depending on whether or not a user is logged in and the preferences selected by users. If you use social media and want to protect your browsing privacy, we recommend that you adjust your individual settings for each third-party social media company with whom you have an account, so as to minimize cross-site tracking.
- Note that App Academy does not respond to DNT signals in order to provide the Site, Services, maintain security, and prevent fraud.

### **Mobile Identifiers**

On your mobile device, your operating system may provide you with additional options to opt out of interest based advertising or to otherwise reset your mobile identifiers. For example, you may use the “Limit Ad Tracking” setting (on iOS devices) or a setting to “Opt out of Interest-Based Ads” (on Android) which allows you to limit the use of information about your use of apps for purposes of serving ads targeted to your interests.

Please note that even if you opt out using the mechanisms above, advertisements may still be visible to you when using the Site and/or Services.

## **5. Modifications to this Policy**

App Academy reserves the right to amend this Cookie Policy and the cookies included in the lists at any time and without notice. The updated and amended Cookie Policy will be effective upon posting. When we make material changes to this Policy, we’ll provide you with prominent notice e.g., by displaying a prominent notice on the Site or through the interface of the App Academy Services, or by sending you an email to the email address we have on file for you (if you are a registered user). If you do not agree to the revised Cookie Policy, you should alter your preferences, or consider ceasing use of the Site and App Academy Services. By continuing to access or make use of the Site and/or App Academy Services after the changes become effective, you agree to be bound by the revised Cookie Policy.

## **6. How to Contact Us**

If you have any questions about this Cookie Policy, please contact us by email at [privacy@appacademy.io](mailto:privacy@appacademy.io) or by writing to us at the following address:

App Academy  
Attn: Privacy / Data Compliance  
825 Battery St., 3rd Floor  
San Francisco, CA 94111

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