

# Yendo Cookie Notice

Updated: March 7, 2023

Yendo Inc. ("Yendo," "we," "us," or "our") uses cookies and other tracking technologies to enhance your experience on our Site. Please read this Cookie Notice ("Cookie Notice") for information on how we use cookies and how to manage cookies. To learn more about our data privacy practices, read our Privacy Notice.

## Scope

This Cookie Notice describes the different types of cookies we use in connection with our Sites, such as <https://www.yendo.com>. This Notice provides information on how Yendo uses cookies and how to manage cookies. To learn more about how Yendo collects, uses, processes, and discloses personal information, please read our Privacy Policy. Capitalized terms not defined in this Notice are defined in our Privacy Notice.

## What Are Cookies?

Cookies are small text files that store information on the browser of your device when you visit a website. These text files are read by websites and help identify your computer when you return to a website. Cookies enable us to analyze how our Site is used and to monitor Site performance so we can improve and manage the Site.

We use the following types of cookies:

- **Duration:** Persistent cookies last until you or your browser deletes them or until they expire. Session- based cookies last only while your browser is open on your device and are deleted automatically once your browser is closed. We and our service providers use session and persistent cookies.
- **Category:** First-party cookies are served directly by us to your device. Third-party cookies are served by another party on our behalf. We use first- and third-party cookies.

## How We Use Them

We use cookies and other tracking technologies to:

- Administer the Site
- Enhance user experience
- Analyze Site usage and trends
- Track users' movements around the Site
- Gather demographic data about users
- Deliver advertisements and other marketing communications
- Perform marketing integration across devices

We use the following types of cookies:

- **First Party Cookies:** We use cookies that are necessary for our Sites to run, including optimizing or powering features on the Sites and helping us identify irregular or fraudulent behavior on the Sites. For example, we use Segment and Atlassian (Jira) to help us: (1) understand how visitors arrive at our Site; (2) monitor Site usage; (3) remember you when you return to the Site; and (4)

conduct research to improve our Site and Services. Our Site automatically collects your IP address, internet browser type, device identifiers, and device data in server logs to support the functionality of the sites and provide information to you that is relevant and error free. We also collect information about your interactions with our Site, such as the date and time you visit our Site, the pages of our Site you visit, the amount of time you spent on our Site, and the number of times you return to our Site.

- To learn more about Segment's privacy practices and opt-out mechanisms, please visit their Privacy Policy page [here](#).
- To learn more about Atlassian's privacy practices and opt-out mechanisms, please visit their Privacy Policy page [here](#).
- **Third Party Cookies:** We partner with third party service providers on our Site to help us: (1) market products or services; (2) monitor which ads have been served to your browser; (3) which webpages you were viewing when such ads were delivered, and (4) provide you advertising based on your browsing activities and interests. Our partners may use cookies, web beacons, pixels, and other tracking technologies that collect your browser type, operating system, web pages visited, duration of visit, content viewed, and other click-stream data.
  - To learn more about Google Analytics' privacy practices and opt-out mechanisms, please visit Google's Privacy and Terms page [here](#).
  - To learn more about Facebook's privacy practices, please visit the Facebook Privacy Policy page [here](#).
- **Analytics:** We use third party analytics and marketing integration services, such as Google Analytics to track and optimize our Sites' performance and Marketing Activities.
  - To learn more about Google Analytics' privacy practices and opt-out mechanisms, please visit Google's Privacy and Terms page [here](#).
  - To learn more about Segment's privacy practices and opt-out mechanisms, please visit their Privacy Policy page [here](#).

### Web Beacons

We may use web beacons (clear gifs) in our HTML-based emails to let us know which emails have been opened by the recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

### Do Not Sell or Share

We "sell" or "share" your personal information in certain situations as described below. For purposes of this Notice, "sell" means when we provide your personal information to a third party for some value (including but not limited to monetary value), and "share" means when we provide your personal information to a third party for targeted advertising.

Please contact us to stop the selling and sharing of your information. To do so, see the "Contact Us" section in this Notice.

An example of a sale or share is when we share information about you tied to unique identifiers, like device IDs, with third parties for targeted advertising. When you tell us not to sell or share your personal information, we will not share your information for these purposes.

### Do Not Track

Some browsers have a "Do Not Track" (DNT) setting that can send a signal to the websites you visit, indicating you do not wish to be tracked. There is no standard for how a website should interpret the DNT signal. Because there is no standard, our websites do not respond to browser DNT signals. Instead of relying on DNT settings, please use the other tools we describe here to control how we collect and use your data, such as cookie controls.

### How to Manage Cookies

You can block or disable cookies or other tracking technologies on your device at any time by changing your preferences or options menu in your browser(s). You can also reject or delete the cookies that are stored on your device. You can still use our Sites if you block or delete our cookies, but your ability to access certain Site features may be limited. To find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit <http://www.aboutcookies.org/>.

Each browser provides different mechanisms for managing cookies. Look at your browser's help menu to determine the best way to modify your browser's cookie storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details.

- **Google Analytics:** You can opt out of Google Analytics without affecting how you visit our Sites. For more information on how to opt out of Google Analytics tracking across all websites you use, visit <https://tools.google.com/dlpage/gaoptout>.
- **Facebook:** You can opt out of Facebook without affecting how you visit our Sites. For more information on how to opt out of Facebook tracking across all websites you use, visit <https://www.facebook.com/ads/settings>.

We use information collected from cookies before they were disabled, and we stop the cookie from collecting any further information if you disable one or more cookies.

### Changes to Our Cookie Notice

We periodically review and update this Notice to describe new cookies or changes to our practices. You can determine when this Notice was last revised by referring to the "Updated" date at the top of this Notice. We encourage you to review the Notice whenever you interact with us to stay informed about our privacy practices and the ways you can help protect your privacy.

If we make significant changes to this Notice, we will notify you via a prominent notice on our Site. If you do not agree with the privacy practices disclosed in the Notice, we recommend you stop using our Sites.

### Contact Us

To submit questions about this Notice or to update or request changes to your personal information, please contact us at [info@Yendo.com](mailto:info@Yendo.com) or write to us:

**Yendo Inc.**  
Attn: Compliance Department  
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