

# RIPLEY TOOLS COOKIE POLICY

***Effective on May 8, 2018***

At Ripley (Ripley Tools LLC and its subsidiaries Ripley Europe Limited, Shanghai Ripley Hardware Tools Co., Ltd., and Ripley ODM LLC), we believe in being clear and open about how we collect and use data related to you. In the spirit of transparency, this policy provides detailed information about how and when we use cookies. This cookie policy applies to any Ripley site.

## **Does Ripley use cookies?**

Yes. As described in **Section 1.5 of our Privacy Policy**, we use cookies and other technologies to ensure everyone who uses Ripley sites have the best possible experience. By continuing to visit or use our services, you are agreeing to the use of cookies and similar technologies for the purposes we describe in this policy.

## **What is a cookie?**

A cookie is a small file placed onto your device that enables website features and functionality.

## **When does Ripley place cookies?**

We use cookies on our sites and mobile applications. Any browser visiting these sites will receive cookies from us. We also place cookies in your browser when you visit non-Ripley sites that host our plugins.

## **What types of cookies does Ripley use?**

We may use two types: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to Ripley Sites or interact with our services. A persistent cookie stays in your browser and will be read when you return to one of our sites. Session cookies only last for as long as the session (usually the current visit to a website or a browser session).

## **What are cookies used for?**

Cookies can be used to recognize you when you visit Ripley Sites, remember your preferences, and give you a personalized experience. Cookies also make your interactions with Ripley faster. Additionally, cookies allow us to bring you advertising outside of the Ripley sites.

### **Advertising**

We may use cookies to show you relevant advertising both on and off the Ripley site. We may also use a cookie to learn whether someone who saw an ad later visited and took an action (e.g. downloaded a white paper or made a purchase) on the advertiser's site. Similarly, our partners may use a cookie to determine whether we've shown an ad and how it performed, or provide us with information about how you interact with ads.

### **Performance, Analytics and Research**

Cookies help us learn how well our site and plugins perform in different locations. We also use cookies to understand, improve, and research products, features, and services, including when you access Ripley sites from your work computer or mobile device.

Unless you clear these cookies from your browser, we may use this information to:

- provide more relevant, interest-based advertising
- provide aggregate reports of activity to partners
- help website understand how visitors engage with their sites or apps
- detect and defend against fraud and other risks to protect users and partners
- improve our products

For further information regarding our use of cookies and similar technologies for advertising purposes, and the controls available to Members and Visitors, please see Section 1 of our Privacy Policy.

### **What is Do Not Track (DNT)?**

DNT is a concept that has been promoted by regulatory agencies such as the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites by using browser settings. The World Wide Web Consortium (W3C) has been working with industry groups, Internet browsers, technology companies, and regulators to develop a DNT technology standard. While some progress has been made, it has been slow. No standard has been adopted to this date. As such, Ripley does not generally respond to “do not track” signals.

### **Controlling cookies**

Most browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience, since it will no longer be personalized to you.

### **What to do if you don't want cookies to be set or want them to be removed?**

If you are a Visitor, you can opt-out. If you do not want to receive cookies, you can change your browser settings on your computer or other device you're using to access our services. If you use Ripley Sites without changing your browser settings, we'll assume that you're happy to receive all cookies on the Ripley websites. Most browsers also provide functionality that lets you review and erase cookies. Please note that the Ripley sites may not work properly without cookies.