

## INFORMATION ABOUT OUR USE OF COOKIES

Welcome to our Cookie policy.

This version was last updated on 23/01/2019.

We respect your privacy and is committed to protecting your personal data. This policy will inform you as to which cookies we use when you visit our <https://wavesplatform.com/> website ("**Website**").

Our Website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

How We Use Cookies. Cookies serve a variety of functions, like enabling us to remember certain information you provide to us as you navigate between pages on the Website. We use cookies for the following purposes:

### Statistics

- **Statistics:** Statistic cookies help us to understand how visitors interact with the Websites by collecting and reporting information anonymously.
- **Services, features, and preferences:** We use cookies to provide functionality and help us deliver our products and services according to your preferences. For example, we use cookies to know which language you prefer, what your communications preferences are, to show you personalized views related to your interests and groups, and in order to help you fill out forms on the Website.
- **Performance, Analytics and Research:** We use cookies to help us analyze how the Website is being accessed and used, and enable us to track performance of the Website. This helps us to understand, improve, and research features and content on the Website. We may also use other services, such as Google Analytics or other third-party cookies, to assist with analyzing performance on our Website. As part of providing these services, these service providers may use cookies and the technologies described below to collect and store information about your device, such as time of visit, pages visited, time spent on each page of the Website, links clicked and conversion information, IP address, browser, mobile network information, and type of operating system used.

### Marketing

- **Promotion and development of our site and services**
- **Company ads:** We may partner with third party publishers, advertising networks and service providers to manage our ads on other sites. Our third party partners may set cookies on your device or use the technologies described below to gather information about your activities on the Website and other sites and online services you use, in order to provide you with Company ads that match member profiles or interests. For example, if you visit our Website and also use a social media Website, you may see a Company ad on those social media Websites.
- **Third party advertisers:** We may work with advertisers, and advertising service providers to serve ads that may be relevant to you based on your inferred interests, location or other information collected about you, which may use a cookie or the technologies described below, placed by Company or the third party (although we would not share any other

information that identifies you with an advertiser) on our Website, or on a third party website or online service. The placing of these technologies on your device may enable you to be identified across multiple websites and online services.

Duration of Cookies. Some cookies, known as "session cookies", will stay on your device only for as long as you are accessing our Website. Others, known as "persistent cookies", are stored on your device for longer periods.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

<b>Name</b>	<b>Category</b>	<b>Purpose</b>	<b>More information</b>	<b>Expiry</b>
_ cfduid	Statistics	Used by the content network, Cloudflare, to identify trusted web traffic	Provider: medium.com Type: HTTP	29 days
__cfuid	Statistics	This cookie is a part of the services provided by Cloudflare – including load-balancing, deliverance of website content and serving DNS connection for website operators	Provider: medium.com Type: HTTP	Session
_ga	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Provider: medium.com Type: HTTP	2 years
_gat	Statistics	Used by Google Analytics to throttle request rate	Provider: wavesplatform.com Type: HTTP	1 day
_gid	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Provider: medium.com Type: HTTP	1 day
ads/ga-audiences	Marketing	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the view's online behavior across websites.	Provider: google.com Type: Pixel	Session
IDE	Marketing	Used by Google DoubleClick to register and report to the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to	Provider: doubleclick.net Type: HTTP	1 year

		present targeted ads to the user		
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You can manage which cookies are set on your device.

### **Other Technologies**

**Use of Other Technologies.** We may allow others to provide analytics services and serve advertisements on our behalf. In addition to the uses of cookies described above, these entities may use other methods, such as the technologies described below, to collect information about your use of the Website and other websites and online services.

**Pixels tags.** Pixel tags (which are also called clear GIFs, web beacons, or pixels), are small pieces of code that can be embedded on websites and emails. Pixels tags may be used to learn how you interact with our site pages and emails, and this information helps us and our partners provide you with a more tailored experience.

**Device Identifiers.** A device identifier is a unique label can be used to identify a mobile device. Device identifiers may be used to track, analyze and improve the performance of the Website and ads delivered.

**Local storage.** Local storage is an industry-standard technology that enables the storage and retrieval of data on a computer, mobile phone or other device. Local storage may be used to store member preferences on devices.

### **If you wish to manage your cookies**

**Cookies.** Most devices and web browsers are set to accept cookies by default. If you prefer, you may be able to remove or reject cookies. You can learn more about how to block cookies by visiting [allaboutcookies.org](http://allaboutcookies.org). Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Website.

**Targeted Advertising.** Third parties that use cookies and other tracking technologies to deliver targeted advertisements on third party websites may offer you a way to prevent such targeted advertisements by opting out at the websites.

You may also be able to control advertising cookies provided by publishers, for example [Google's Ad Preference Manager](#). Your device may also include a feature that allows you to opt out of having certain information collected through apps used for behavioral advertising purposes. Note that even if you choose to opt out of receiving targeted advertising, you may still receive advertising, although it should not be tailored to your interests or activities.

### **Revisions to this Policy**

We may modify this Cookie Policy from time to time. When we do, we will provide notice to you by publishing the most current version and revising the date at the Website. If we make any material change to this Cookie Policy, we will provide additional notice to you, such as by sending you an email, or displaying a prominent notice on our Website. By continuing to use the Website after any changes come into effect, you agree to the revised Cookie Policy.