

## **COOKIES ON THE MTABUSA SITE**

As described in Clause I and II of our Privacy Policy, MTABUSA uses cookies and similar technologies like pixels and tags to ensure that we give you the best possible experience on our website.

A cookie is a small file placed onto your device. Cookies enable us to identify your device, and enable the functioning of many MTABUSA features, including your ability to log into your account.

If you don't want to receive cookies, you can change your browser settings. If you use MTABUSA without changing your browser settings, we'll assume that you're happy to receive all cookies on the website. Please note that the MTABUSA site will not work properly without cookies.

Trusted partners help us serve advertising on and off the MTABUSA site, and analytics companies like Google Analytics, Quantcast, Nielsen, and ComScore, may also place cookies on your machine. Please read their privacy policies to ensure that you're comfortable with the manner in which they use cookies.

### **TYPES OF COOKIES USED BY MTABUSA**

MTABUSA uses two types of cookies, persistent and session. A persistent cookie is set once you've logged in to your account. The next time you visit the MTABUSA website using the same device, the persistent cookie will enable us to recognize you as an existing user, so you may not need to log in before using our services.

A session cookie is used to identify a particular visit to the MTABUSA website. Session cookies expire after a short time, or when you close your web browser.

Other technology, such as Adobe Flash, can be used to place the functional equivalent of a cookie on your computer.

Cookies may be set by MTABUSA when you visit the website, or they may be set by other websites or services who run content on the page you're viewing (known as third-party cookies).

You can also learn more about our advertising practices by reading our Privacy Policy.

## **COOKIES USED FOR:**

Cookies can be used to do lots of different things, like recognize you when you navigate to our site, storing your preferences and improving your experience. Cookies also make your interactions more secure, faster, and help us ensure that your website experience is personalized to you and in line with your settings. Additionally, cookies allow MTABUSA to bring you advertising both on and off the site and bring customized features to you.

MTABUSA uses cookies for a number of purposes, including:

- i) **Authentication** – MTABUSA uses cookies to recognize you if you are logged in, so that we can show you the right information and personalize your experience.
- ii) **Security** – MTABUSA uses cookies to support or enable security features we have deployed, and to help us detect malicious activity and violations of our User Agreement.
- iii) **Preferences, features and services** – MTABUSA uses cookies to know which language you prefer, what your communications preferences are, and they help you fill out forms on the website. Plus, they provide you with features, insights, and customized content through our plugins.
- iv) **Advertising** – MTABUSA may use cookies to show you relevant advertising both on and off the site. We may also use a cookie to learn whether members who saw an ad on MTABUSA later visited 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 them. We may also work with a partner to show you an ad on or off MTABUSA, such as after you’ve visited a partner’s site or application. Cookies and ad technology such as web beacons, pixels, and anonymous ad network tags help MTABUSA more effectively serve ads to you, as well as to collect aggregated auditing, research, and reporting for advertisers. Note: Because your web browser may request advertisements and web beacons directly from ad network servers, these networks can view, edit, or set their own cookies, just as if you had requested a web page from their site.

v) **Performance, Analytics and Research** – MTABUSA uses cookies to help us learn how well our site and plugins perform across the globe. We also use cookies to understand, improve, and research products, features, and services, including when you access MTABUSA from other websites, applications, or devices such as your work computer or your mobile device.

Most browsers allow you to control cookies through their settings preferences. Limiting the ability of websites to set cookies, however, may worsen your overall user experience.