

Cookie Notice

Effective Date: January 1, 2020

Unless otherwise expressly stated, capitalized terms in this Cookie Notice have the same meaning as defined in our [Privacy Notice](#).

Scope of Cookie Notice

This Cookie Notice supplements the information contained in our [Privacy Notice](#) by explaining how we and our business partners and service providers use cookies and related technologies in the course of managing and providing our online services and our communications with you. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies and related technologies described in this Cookie Notice to collect personal information, or to collect information that becomes personal information if we combine it with other information. For more details about how we process your personal information and state-specific disclosures relating to your personal information, please review our [Privacy Notice](#).

What Are Cookies and Related Technologies?

Cookies are small data files that are stored on your computer that allow us and our third-party providers to collect certain information about your interactions with our email communications, websites and other online services. We and our third-party providers may also use other, related technologies to collect this information, such as web beacons, pixels, embedded scripts, location-identifying technologies and logging technologies (collectively, “cookies”).

What We Collect When Using Cookies

We and our third-party providers may use cookies to automatically collect certain types of usage information when you visit or interact with our email communications, websites and other online services, including the personal information identified in the [Website and Online Services](#) section of our [Privacy Notice](#). For example, we may collect log data about your device and its software, such as your IP address, operating system, browser type, date/time of your visit, and other similar information. We may also collect analytics data or use third-party analytics tools such as Google Analytics to help us measure usage and activity trends for our online services and better understand our customer/member base.

Third-party providers may also directly collect personal information about your online activities over time and across different websites when you use our websites and online services.

How We Use that Information

We may use the data collected through cookies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit our websites and other online services; (b) provide and monitor the effectiveness of our websites and other online services; (c) monitor online usage and activities of our websites and other online services; (d) diagnose errors and problems with our websites and other online services; (e) otherwise plan for and enhance our websites and other online services; and (f) facilitate the other purposes identified in the [Website and Online Services](#) section of our [Privacy Notice](#). We and our advertising partners also use the information we collect through cookies to understand your browsing activities, including across unaffiliated third-party sites, so that we can deliver information and advertisements about our services that may be of interest to you.

Please note that we link some of the personal information we collect through cookies with the other personal information that we collect about you and for the purposes described in the [Our Collection and Use of Personal Information](#) section of our [Privacy Notice](#).

Your Choice About Cookies

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using our websites and other online services, as some features and offerings may not work properly. Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

Many of our websites use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). For more information on the use of Google Analytics, please visit Google’s privacy policy [here](#). You can also view Google’s currently available opt-out options [here](#).

PLEASE NOTE THAT DISABLING COOKIES WILL CAUSE YOU TO BE UNABLE TO EARN AND RECEIVE YOUR CASH-BACK REWARDS AND REWARDS POINTS AUTOMATICALLY BECAUSE WE WILL BE UNABLE TO DETERMINE IF A PURCHASE HAS BEEN MADE IN CONNECTION WITH YOUR ACCOUNT.

Your Choice About Online Ads

We support the self-regulatory principles for online advertising (Principles) published by the Digital Advertising Alliance (DAA). This means that we allow you to exercise choice regarding the collection of information about your online activities over time and across third-party websites for online interest-based advertising purposes. More information about these Principles can be found at www.aboutads.info. If you want to opt out of receiving online interest-based advertisements on your internet browser from advertisers and third parties that participate in the DAA program and perform advertising-related services for us and our advertising partners, please follow the instructions at www.aboutads.info/choices, or <http://www.networkadvertising.org/choices/> to place an opt-out cookie on your device indicating that you do not want to receive interest-based advertisements. Opt-out cookies only work on the internet browser and device they are downloaded onto. If you want to opt out of interest-based advertisements across all your browsers and devices, you will need to opt out on each browser on each device you actively use. If you delete cookies on your device generally, you will need to opt out again.

If you want to opt out of receiving online interest-based advertisements on mobile apps, please follow the instructions at <http://www.aboutads.info/appchoices>.

Please note that when you opt out of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us on our websites or online services. It means that the online ads that you do see from DAA program participants should not be based on your interests. We are not responsible for the effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use cookies to collect information about your use of our online services, including for analytics and fraud prevention as well as any other purpose permitted under the DAA’s Principles.

Updates to This Cookie Notice

We will update this Cookie Notice from time to time. When we make changes to this Cookie Notice, we will change the “Effective Date” at the beginning of this Cookie Notice.

Contact Us

If you have any questions or requests in connection with this Cookie Notice or other privacy-related matters, please send an email to privacy@cxloyalty.com.

Alternatively, inquiries may be addressed to:

cxLoyalty
Data Privacy Office
6 High Ridge Park
Stamford, CT 06905
1-844-300-4222