

## COOKIE POLICY

EFFECTIVE DATE: 7/23/2024

### 1. Introduction

Welcome to BUZZ Media Networks! This Cookie Policy explains how we use cookies and trackers on our website and how you can manage them. These tools enhance your online experience by remembering your preferences, improving site functionality, and enabling interactions with external content. Trackers, including cookies, are technologies that store information on your device while you interact with our site. For simplicity, we use "Trackers" to cover all such technologies. Cookies specifically refer to browser-based Trackers, while other types may apply to mobile apps. We use both first-party Trackers, which we manage directly, and third-party Trackers, which are managed by external providers who may access their own Trackers. Some Trackers require your consent, which you can withdraw at any time. The lifespan of Trackers varies; some expire at the end of your session, while others last longer. For more details on specific Trackers, please refer to the privacy policies of third-party providers or contact us directly.

### 2. Information Collected Automatically

When you use BUZZ Media Networks or third-party services employed by BUZZ Media Networks, we automatically collect certain information. This may include:

- **IP Addresses or Domain Names:** Identifiers for the computers or devices used by users.
- **URI Addresses:** Uniform Resource Identifier details, including the requested resource's location.
- **Request Time:** The time when the request was made to the server.
- **Request Method:** The method used to submit the request (e.g., GET, POST).
- **Response Size:** The size of the file received in response.
- **Server Status Code:** Numerical code indicating the status of the server's response (e.g., successful, error).
- **Country of Origin:** The geographic location of the user.

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- **Browser Features and Operating System:** Information about the browser and operating system used by the user.
- **Visit Details:** Information on the time spent on each page within our website.
- **Navigation Path:** Details about the sequence of pages visited and the path followed within the site.
- **Device and IT Environment:** Parameters related to the device's operating system and the user's IT environment.

## 3. Types of Cookies and Trackers We Use

We collect the following types of information:

1. **Necessary Cookies:** Essential for the website to function correctly, enabling basic features like page navigation and secure areas.
2. **Performance Cookies:** Collect information on how you use our website, such as pages visited and errors encountered, to improve site performance.
3. **Functional Cookies:** Remember your preferences and settings to offer a more personalized experience.
4. **Advertising Trackers:** These are used to deliver relevant advertisements to you and track the effectiveness of our advertising campaigns.
5. **Analytics Trackers:** Measure traffic and analyze user behavior to enhance our services.

## 4. SPAM Protection

We use SPAM protection services to analyze traffic and filter out unwanted content, which includes

- **Google reCAPTCHA (Google Inc.):** A SPAM protection service that processes answers to questions, clicks, keypress events, and other data. The use of reCAPTCHA is subject to Google's privacy policy and terms of use. To understand Google's use of data, consult Google's partner policy.
- **Cloudflare Bot Management (Cloudflare, Inc.):** A service that manages and protects against malicious bots. The data processed includes app information, browsing history, IP address, and more. Cloudflare's privacy policy applies.

## 5. Traffic Optimization and Distribution

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We use traffic optimization services to improve site performance, including:

- **Cloudflare (Cloudflare, Inc.):** Filters traffic and collects analytical data. Cloudflare's privacy policy applies.

## 6. Displaying Content from External Platforms

We use services to display and interact with content from external platforms:

- **Google Fonts (Google LLC):** Provides font styling. Google Fonts privacy policy applies.
- **YouTube Video Widget (Google LLC):** Allows embedding of YouTube videos. YouTube privacy policy applies.

## 7. Measurement

We use analytics services to measure traffic and analyze user behavior:

- **WordPress Stats (Automattic Inc.):** Provides insights into website performance. Automattic's privacy policy applies.
- **Google Analytics 4 (Google LLC):** Tracks website use and integrates with Google services. Google's privacy policy applies. To understand Google's use of data, consult Google's partner policy and Business Data page.

## 7. Marketing

We use advertising services to deliver and track personalized marketing content:

- **Google AdSense (Google Inc.):** Tracks user behavior for targeted ads. Google's privacy policy applies. Users can disable DoubleClick cookies via Google Ad Settings. Storage durations vary by cookie type:

## 8. How to Manage Cookies and Trackers

You can manage cookies and trackers through your browser settings. Most browsers allow you to refuse or delete cookies and trackers. If you disable them, some parts of our website may not function properly. For instructions on managing cookies and trackers in various browsers, please visit:

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Safari

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For mobile devices, adjust tracking settings in device advertising settings or general tracking settings.

## 9. How to Opt-Out of Interest-Based Advertising

Users may opt out of interest-based advertising by following the instructions provided by:

- YourOnlineChoices (EU and UK)
- Network Advertising Initiative (US)
- Digital Advertising Alliance (US)
- DAAC (Canada)
- DDAI (Japan)

The Digital Advertising Alliance also offers an application called AppChoices to help control interest-based advertising on mobile apps.

## 10. How to Manage Preferences on BUZZ Media Networks

For third-party trackers, manage preferences via the provided opt-out links, the third party's privacy policy, or by contacting the third party directly.

## 11. Consequences of Denying the Use of Trackers

Users are free to decide whether or not to allow the use of trackers. However, please note that trackers help BUZZ Media Networks provide a better experience and advanced functionalities. If you choose to block trackers, some features and functionalities of our site may not be available or may be limited.

## 12. Changes to This Cookie Policy

We may update our Cookie Policy from time to time. Users will be notified of changes by updating the date on the Cookie Policy page and placing "UPDATED" in front of the Cookie Policy link at the bottom of the website for 14 days. The Cookie Policy can be accessed by clicking the "Cookie Policy" link located at the bottom of every page.

## 13. Governing Law

This Cookie Policy is governed by and construed in accordance with the laws of the State of Minnesota.

## 14. Privacy Officer Contact

For any privacy concerns, please contact our Privacy Officer at:

Attention: Privacy Officer

Legal Affairs

BUZZ Media Networks

[privacy@buzzmedianetworks.com](mailto:privacy@buzzmedianetworks.com)