

# Cookie Policy

At Strap Technologies, Inc. (“we,” “us,” or “Company”; possessively “our”), we believe in being clear and open about how we collect and use data related to you. This Cookie Policy applies to any Company product or service that links to this policy or incorporates it by reference. We use cookies and similar technologies to collect and use data as part of our Services as defined in our [Privacy Policy](#) (“Services”) and which includes our sites, communications, mobile applications. In the spirit of transparency, this policy provides detailed information about how and when we use these technologies. By continuing to visit or use our Services, you are agreeing to the use of cookies and similar technologies for the purposes described in this policy.

## What technologies are used?

Type of technology	Description
Cookies	<p>A cookie is a small file placed onto your device that enables Company features and functionality. Any browser visiting our sites may receive cookies from us or cookies from third parties such as our customers, partners or service providers. We or third parties may also place cookies in your browser when you visit non-Company sites that display ads, host our plugins or tags</p> <p>We use two types of cookies: persistent cookies and session cookies. A persistent cookie may help us recognize you as an existing user, so it is easier to return to Company or interact with our Services without signing in again. A persistent cookie stays in your browser and will be read by Company when you return to one of our sites or a partner site that uses our Services (for example, sites that use our sharing or job application buttons). Session cookies last only as long as the session (usually the current visit to a website or a browser session).</p>
Pixels	<p>A pixel is a tiny image that may be found within web pages and emails, requiring a call (which provides device and visit information) to our servers in order for the pixel to be rendered in those web pages and emails. We use pixels to learn more about your interactions with email content or web content, such as whether you interacted with ads or</p>

posts. Pixels can also enable us and third parties to place cookies on your browser.

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Local storage

Local storage enables a website or application to store information locally on your device(s). Local storage may be used to improve the LinkedIn experience, for example, by enabling features, remembering your preferences and speeding up site functionality.

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Other similar technologies

We also use other tracking technologies, such as mobile advertising IDs and tags for similar purposes as described in this Cookie Policy. References to similar technologies in this policy include pixels, local storage, and other tracking technologies.

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## What are these technologies used for?

Below we describe the purposes for which we use these technologies.

<b>Purpose</b>	<b>Description</b>
Authentication	We use cookies and similar technologies to recognize you when you visit our Services. If you're signed into Company, these technologies help us show you the right information and personalize your experience in line with your settings. For example, cookies enable Company to identify you and verify your account.
Security	We use cookies and similar technologies to make your interactions with our Services faster and more secure. For example, we use cookies to enable and support our security features, keep your account safe and to help us detect malicious activity and violations of our Terms and Conditions.
Preferences, features and services	We use cookies and similar technologies to enable the functionality of our Services, such as helping you to fill out forms on our Services more easily and providing you with

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features, insights and customized content in conjunction with our plugins. We also use these technologies to remember information about your browser and your preferences. For example, cookies can tell us which language you prefer and what your communications preferences are. We may also use local storage to speed up site functionality.

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Customized content

We use cookies and similar technologies to customize your experience on our Services. For example, we may use cookies to remember previous searches so that when you return to our services, we can offer additional information that relates to your previous search.

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Advertising

Cookies and similar technologies help us show relevant advertising to you more effectively, both on and off our Services and to measure the performance of such ads. We use these technologies to learn whether content has been shown to you or whether someone who was presented with an ad later came back and took an action (e.g., downloaded a white paper or made a purchase) on another site. Similarly, our partners or service providers may use these technologies to determine whether we've shown an ad or a post and how it performed or provide us with information about how you interact with ads. We may also work with our customers and partners to show you an ad on or off Company, such as after you've visited a customer's or partner's site or application. These technologies help us to provide aggregated information to our customers and partners.

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Performance, analytics and research

Cookies and similar technologies help us learn more about how well our Services and plugins perform in different locations. We or our service providers use these technologies to understand, improve, and research products, features and services, including as you navigate through our sites or when you access Company from other sites, applications or devices. We, or our service providers, use these technologies to determine and measure the performance of ads or posts on

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and off Company and to learn whether you have interacted with our websites, content or emails and provide analytics based on those interactions.

We also use these technologies to provide aggregated information to our customers and partners as part of our Services.

If you are a Company member but logged out of your account on a browser, Company may still continue to log your interaction with our Services on that browser for up to 30 days in order to generate usage analytics for our Services. We may share these analytics in one or more analytics services for our own benefit, such as Google Analytics.

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