Cookie Policy

Effective date: 1 September 2024

This Cookie Policy describes how Datagrok, Inc. (**"Datagrok"**, **"we"**, **"our"**, **"ours"**) uses "cookies" and other similar technologies in connection with our website and services (as defined in the Privacy Policy). This Cookie Policy is a part of the Privacy Policy.

1. <u>What is a cookie?</u> Cookies are small text files that are stored in a computer's browser directory. They help site providers with things like understanding how people use a site, remembering a user's login details, and storing site preferences. We use cookies as well as similar technologies (e.g., URL tracking, local storage). For the purpose of this Cookie Policy, such technologies are included in the term "cookies".

2. <u>Do you use cookies?</u> Yes. We use cookies in accordance with our Privacy Policy to:

- ensure that our services function properly
- detect and prevent fraud and violations of our terms of service
- understand how visitors use and engage with our website
- advertise our products and services, where allowed
- analyze and improve our services and your website experience, including improved relevancy and navigation, customizing your user experience (such as language preference and region-specific content), and curating content about Datagrok and our services that's tailored to you.

3. <u>Who sets cookies when I use your website?</u> There are two main types of cookies that can be set:

- **First party cookies**: These cookies are placed and read by us directly when you use our services
- **Third party cookies**: These cookies are not set by us, but by other companies, for example, Google, for site analytics purposes. See further details below on how to manage these cookies.

4. <u>How do you use cookies?</u> Cookies help us provide effective and safe services. We categorize cookies into three main types, each serving specific purposes: (a) essential cookies, (b) functional cookies, (c) advertising cookies.

Essential cookies: Essential cookies are key to the operation of our website and services. They enable basic functions like page navigation and access to secure areas. We use these cookies in different ways, including:

- **Authentication**: To remember your login state as you navigate our website and services
- **Fraud prevention and detection**: To collect data about devices and browsers accessing our website or services. This data helps us monitor and identify potentially harmful or illegal use
- **Security**: To protect user data from unauthorized access
- **Operational**: To keep our website and services working properly, such as showing location-specific information accurately

Functional cookies: Functional cookies enhance capabilities of our website and services beyond basic operations, offering improved functions, performance, and service. These cookies serve multiple purposes:

- **Preference cookies**: Remember your settings and recognize you when you return to our website or services
- **Analytics cookies**: Help us understand how people interact with our website and services, providing insights for improvements and enhancements.
- **Pixel tags** (also called web beacons and clear GIFs): May be used with some services to:
    - Track user actions
    - Measure marketing campaign effectiveness
    - Compile usage and response rate statistics.

We may also use third party analytics cookies to gather and analyze our website and services use data and report on trends. These third party providers may also collect information about your use of other sites, apps, and online resources. For a list of our third party service providers, see our [Privacy Policy](). You can learn about their practices on their respective websites. Information on managing these cookies is provided below.

Advertising cookies: We and our service providers may use cookies and similar technologies on https://datagrok.ai/ to direct our ads to you through targeted advertisements for our services on other sites you visit and to measure your engagement with those ads.

5. <u>Can I opt in and opt out</u>? Yes. We use cookies in accordance with applicable law. Depending on your location, we will either: (a) request your consent before using non-essential cookies, or (b) provide an option to opt out of non-essential cookies.

You can also manage cookie preferences through your web browser settings. This typically includes options to delete and disable cookies from various sites, including our cookies. For guidance, consult your browser's help section or refer to the links below to explore your cookie management options:

- [Chrome]()
- [Explorer]()
- [Safari]()
- [Firefox]()
- [Opera]()

If you choose to disable cookies, some features of our website or services may not operate as intended.