

# Cookie Policy

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This Cookie Policy explains how PurpleCube Inc and its affiliates (collectively referred to as “PurpleCube”, “we”, “us”, and “ours”), use cookies and similar technologies to recognize you when you visit our website, application and/or software (“Services”). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

## **What are Cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

We use Cookies and similar tracking technologies to track the activity on our Services and store certain information. Tracking technologies used are web beacons, pixel tags, and scripts to collect and track information and to improve and analyze our Services. Pixel tags and web beacons are pieces of codes embedded on the website that collect personal information about users’ engagement on that web site. The use of a pixel tag allows us to record, for example, that a user has visited a particular web site or clicked on a particular advertisement. The pixel also allows us to see from which previous website or channel a user arrived at our website.

You can instruct your browser to refuse all Cookies or to indicate when a cookie is being sent. However, if you do not accept Cookies, you may not be able to use all or some parts of our Service.

## **What type of Cookies do we use and why?**

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while Session Cookies are deleted as soon as you close your web browser.

We use both session and persistent Cookies for the purposes set out below:

- 1. Essential Cookies Type:** Session Cookies Administered by: Us  
Purpose: These Cookies are essential to provide you with services available through our Services and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the Services that you have asked for cannot be provided, and we only use these Cookies to provide you with those Services.
- 2. Functionality Cookies Type:** Persistent Cookies Administered by: Us  
Purpose: These Cookies allow us to remember the choices you make when you use our Services, such as remembering your login details or language preference. The purpose of these Cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use our Services.

- 3. Performance Cookies Type:** Persistent Cookies Administered by: Third Parties Purpose: These Cookies are used to track information about traffic to the website and how users use the website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the website. We may also use these Cookies to test new advertisements, pages, features or new functionality of our Services to see how our users react to them.
- 4. Analytical Cookies Type:** Persistent Cookies Administered by Third Parties Purpose: These Cookies allow us to optimize our Services. For example, to optimize the usability of our website by AB-testing a new feature, to make the website more user-friendly, and to analyze how you use our Service. We also use analytical cookies to stop bots and malicious behavior like spam. These cookies may include third-party cookies which process personal information.
- 5. Advertising Cookies Type:** Persistent Cookies Administered by Third Parties Purpose: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

For more details, please see “How to manage your Cookies?” in this Cookie Policy.

## **How to manage your Cookies?**

You have the right to decide whether to accept or reject cookies. If you would want to remove certain cookies or block them from being stored in your browser, it is possible to arrange this through your browser settings for cookies. You can find these settings under the Privacy tab in the Preferences section of most browsers. Here you can specify your cookie preferences or remove cookies. Please note that if you remove or refuse our Essential cookies, our Services might not function in optimal form.

## **Revision of Cookie Policy?**

PurpleCube has the discretion to update this Cookie Policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this Cookie Policy periodically and become aware of modifications. If you do not agree with the Cookie Policy, you should not or no longer access or use our website, application and/or our Services.

By continuing to use the website, application and/or our Service you accept any changes made to the Cookie Policy.

## How to contact PurpleCube Inc?

If you have any questions about this Cookie Policy, you can contact us at:

1. Email Address: [legal@purplecube.ai](mailto:legal@purplecube.ai)
2. Mailing Address: 1390 Market Street, Suite 200, San Francisco, California 94102