Rakuten

COOKIE POLICY

Last Updated: December 13, 2021

In connection with certain features of this Site, we may use cookies (or other technologies like clear gifs, web beacons or similar devices, including devices that function in the mobile environment) when you interact with this Site. Cookies are small alphanumeric files that are placed on your computer. Along with similar technologies, cookies store information about your browsing, use and download activity within this Site, as well as the network of websites and applications in which our Services operate. To learn about cookies in general you may visit www.iab-performance-marketing-explained.net or http://www.allaboutcookies.org.

The cookies we use include session cookies, (i.e., cookies that will persist only until you end your session on a website), and persistent cookies, (i.e., cookies that persist even after you end your session on a website). The cookies and similar technologies contain a unique identifier that can be used to track your activity, including products viewed on a customer website.

Information collected through cookies and similar technologies is used by us for purposes described in our Privacy Policy such as to track the web pages viewed by you for statistical analysis and to serve targeted advertising content to you.

We use different types of cookies whose functions can be grouped in the following categories:

- Analytical/performance cookies allow us to recognize a return visitor to this Site and to enable us to learn more about user traffic.
- Functionality cookies help us recognize you when you return to this Site and enables us to remember your preferences (for example, your choice of language or region).
- Advertising cookies are used to deliver advertisements that promote the Client Services. They are also used to limit the number of times you see an advertisement as well as to help measure the effectiveness of the advertising campaign.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Types of Cookies	Source	What it does	Link to source
Analytics	HubSpot	Website Analytics	https://knowledge.hubspot.com/articles/kcs_article/reports/whatcookies-does-hubspot-set-in-a-visitor-s-browser
Analytics	Google Universal Analytics	Website Analytics	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage
Analytics and Targeting	LinkedIn Tracking	Website Analytics	https://www.linkedin.com/legal/cookie-table Analytics
Analytics	Kenshoo	Search Advertising Tracking	https://kenshoo.com/privacy-policy/
Social Targeting	Facebook Ads	Social Advertising	https://www.facebook.com/policy.php
Targeting	LiveRamp	Cooking Synching	https://liveramp.com/privacy/service-privacy-policy/
Analytics and Targeting	AdWords	Website Analytics	https://support.google.com/adwords/answer/7521212

Web Browser/Cookie-Based Opt-Out. You may stop or restrict the placement of cookies on your computer or remove them from your browser by adjusting your web browser preferences or changing your cookie privacy settings.

The opt-out from targeted ads must be performed on each device and browser that you wish to have opted out. For example, if you have opted out on your computer browser, that opt-out will not be effective on your mobile device. You must separately opt out on each device. However, once you have opted out on one device ("Opted-Out Device"), we will not use any new data from the Opted-Out Device to identify you on another device for interest-based advertising purposes and will not use data from another device for interest-based advertising purposes on the Opted-Out Device. If you erase or otherwise alter your cookie/device settings (including upgrading certain browsers or devices) you may need to perform each opt-out process again, unless we can match the device as outlined above. Even if you opt out of targeted ads based on cookies, you may still see ads based on other general factors such as webpage context or browser type.

Mobile Application-Based Opt-Outs Cookie-based opt-outs are not effective on mobile applications. Users may opt out of certain advertisements on mobile applications or reset advertising identifiers via their device settings.

- iOS – https://support.apple.com/en-us/HT202074
- Android – https://support.google.com/ads/answer/2662922?hl=en

You may also download and set your preferences on the App Choices mobile application(s) available in Google Play or the Apple App stores.

DO NOT TRACK. There is currently no universally recognized standard for Do Not Track signals. Accordingly, at this time, cookies used on our website and used in providing our services do not respond to any Do Not Track signals or browser settings. You may opt-out of receiving cookies by adjusting your web browser settings to reject cookies.