

Effective Date: December 3, 2018

COOKIE POLICY

Endeavor Experiences, LLC ("we", "us", "our") are committed to protecting and respecting your privacy as described in our Privacy Notice, of which this Cookie Policy forms a part.

By consenting to this cookie policy ("Cookie Policy"), you acknowledge and consent to our website using cookies and other similar technologies (as described below) to distinguish you from other users of our website and for analytics. This helps us to provide you with a good experience during your visit to our website. This also allows us to improve our website and provide you with tailored content and advertising. For example we can recognise and remember important information that will make it more comfortable browsing our website such as preferred settings.

A cookie is a small file of letters and numbers that we store via your browser on the hard drive of your computer or your mobile device, if you consent.

We may automatically collect and store certain information about your interaction with our website, including IP addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamps, and related data. We use this information, which does not identify individual users, solely to improve the quality of our products and services.

Purposes of collection

You can find more information about the types of cookies we use and the purposes for which we use them set out below.

First party cookies

- **Session Cookies** (Technical Cookies): Their use is strictly limited to sending the session identifiers (random numbers generated by the server) needed for secure and efficient Website browsing. They are not permanently stored on the user's computer and are deleted upon browser closing. In particular, the use of the session cookies aims at ensuring security and improving of the offered service; and
- **Technical Cookie:** It is required to keep track of the consent given by the user.

The described cookies do not require your consent to be installed and used.

Third party cookies

Some third parties can also provide cookies on our website(s). These cookies or similar technologies are managed by the third parties set out in the table below, and are divided into the following categories:

- **Analytical Cookies:** we use Google Analytics, the web analytics service offered by Google, Inc. ("Google") to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Google in an anonymous form. Disabling these third-party cookies does not affect the Website use;

- **Marketing/Advertising:** Cookies used to provide advertising services on a given Website fall within this category. Disabling these third-party cookies does not affect the Website use; and
- **Profiling Cookies:** They are used to trace the user’s network browsing and create profiles about his/her tastes, behaviour, choices, etc. These cookies allow the transmission of online advertising messages to the user’s device with the preferences already expressed by that same user when browsing. In accordance with applicable laws, using these cookies and any processing related thereto require the prior user’s consent. Disabling these third-party cookies does not affect the Website use.

We suggest that you visit these third-party websites to understand how their cookies are used.

Type of Cookie	Purpose of Cookie	Profiling	Duration	Link
AdWords	Facilitates the running of ads on “Google” to stand out on local searches.	Yes	30 days	https://policies.google.com/technologies/types
Facebook	For marketing and advertising purposes to measure ad conversions or retarget advertisements on Facebook.	Yes	1 year	https://www.facebook.com/policies/cookies/
Hotjar	To gain User Interface insights and analytics on our website as to where the most traffic is going for purposes of designing an efficient site for future use around what users want from the site.	Yes	365 days	https://www.hotjar.com/legal/policies/cookie-information
Intercom	To help provide a better customer service experiences	Yes	9 months	https://www.intercom.com/terms-and-policies#privacy

You also acknowledge and consent to the use of third party cookies (including, for example, those provided by operators of advertising networks and providers of external services like web traffic analysis services). You acknowledge that where we allow advertising networks, external services, and other third-party services on the website, we have no control over cookies they collect.

Refusing or deleting cookies

Most internet browsers are set up by default to accept cookies. However, if you want to refuse or delete any cookies (or similar technologies), please refer to the help and support area on your internet browser for instructions on how to block or delete cookies (for example: Internet Explorer, Google Chrome, Mozilla Firefox and Safari). Please note you may not be able to take advantage of all the features of our Website, including certain personalised features, if you delete or refuse cookies.

To opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout>.

For more information on managing cookies, please go to www.allaboutcookies.org

If you are a resident in the EU:

For more information on managing cookies, please visit www.youronlinechoices.eu which has further information about behavioral advertising and online privacy.

Changes to our Cookie Policy

This Cookie Policy may be updated from time to time.

If we change anything important about this Cookie Policy we will notify you through a pop-up on the website for a reasonable length of time prior to and following the change. You may review the Cookie Policy by visiting the website and clicking on the “Cookie Policy” link.