

clearXchange[®] Cookies and Tracking Technologies Policy

This policy pertains to the clearXchange website <https://www.clearxchange.com> (the “Site”). We, along with our vendors, use a variety of technologies to learn more about how people use the Site. You can find out more about these technologies and how to control them in the information below. This policy forms part of the clearXchange Privacy Policy.

1. [Cookies and Other Tracking Technologies & How We Use Them](#)
2. [Your Cookie Choices & How to Opt-Out](#)
3. [Information Collected and Cookies and Tracking Technologies Used On The clearXchange Site](#)
4. [Definitions](#)
5. [Contact Us](#)

1. Cookies & Other Tracking Technologies & How We Use Them

Like many companies, we may use cookies and other tracking technologies on our Site (referred to together from this point forward as “cookies,” unless otherwise stated) including HTTP cookies, HTML5 and Flash local storage, unique device identifiers, probabilistic fingerprinting, deterministic fingerprinting, web beacons/GIFs, embedded scripts, and e-tags/cache browsers as defined below.

We may use cookies for a variety of purposes and to enhance your online experience, for example, by remembering your log-in status and viewing preferences from a previous use of our Site, for when you later return to the Site.

We use both session and persistent tracking technologies. Tracking technologies (e.g., cookies) can either be persistent (i.e., they remain on your computer until you delete them) or temporary (i.e., they last only until you close your browser).

We also use first and third-party cookies. First party cookies are used and controlled by us to provide services on the Site. Third-party cookies are controlled by third-parties, mostly for the purpose of analytics.

In particular, our Site uses the following categories of cookies:

- **Strictly Necessary Cookies:** These are cookies which are needed to provide services and features you have specifically requested. We may use cookies and tracking technologies required to prevent fraudulent activity, improve security, and/or for system administration. We are not required to obtain your consent to cookies that are strictly necessary.
- **Analytics and Performance Related Cookies:** We may use cookies to assess the performance of our Site, including as part of our analytic practices to improve the services offered through the Site. These cookies may be used to prevent fraudulent activity and improve security.

- **Functionality Related Cookies:** We may use cookies to tell us, for example, whether you have visited the Site before or if you are a new visitor and to help us identify the features in which you may have the greatest interest.

By using our Site you consent to the use of cookies and tracking technologies and the corresponding processing of information. You can withdraw your consent at any time by deleting placed cookies and disabling cookies in your browser. For further information about our use of cookies and tracking technologies and your opt-out choices, see [Your Cookie Choices & How to Opt-Out](#). See [here](#) for details of each type of cookie used on the clearXchange Site.

2. YOUR COOKIE CHOICES & HOW TO OPT-OUT

You have the choice whether to accept the use of cookies and we have explained how you can exercise your rights, below.

Most browsers are initially set up to accept HTTP Cookies. The “help” feature of the menu bar on most browsers will tell you how to stop accepting new cookies, how to receive notification of new cookies and how to disable existing cookies. For more information about HTTP cookies and how to disable them, you can consult the information at <http://www.networkadvertising.org/choices/> and www.allaboutcookies.org/manage-cookies/.

We are not responsible for the effectiveness of any such opt-out options. California residents may be entitled to know the effects of opt-out options under California Business & Professions Code Section 22575(b)(7). The effect of an opt-out, if successful, will be to stop targeted advertising, but it will still allow the collection of usage data for certain purposes (e.g., research, analytics and internal Site operation purposes).

Controlling the HTML5 local storage on your browser depends on which browser you use. For more information regarding your specific browser please consult the browser’s website (often in the Help section).

Please note, however, that without HTTP cookies and HTML5 local storage, you may not be able to take full advantage of all our Site features and some parts of the Site may not function properly.

3. INFORMATION COLLECTED AND COOKIES AND TRACKING TECHNOLOGIES USED ON THE CLEARXCHANGE SITE

The following list sets out the information collected via the individual cookies and tracking technologies we use.

We provide the information below as a courtesy for all users, but we are not obligated to maintain or update it.

Party	Service	For More Information	User of Tracking Technologies	Privacy Choice
Google Analytics	Analytics	http://support.google.com/analytics/bin/answer.py?hl=en&topic=2611283&answer=2700409 https://tools.google.com/dlpage/gaoptout/	Yes	http://www.google.com/intl/en/policies/privacy/
Typekit by Adobe	Essential	https://typekit.com/about	Yes	http://www.adobe.com/privacy/policies/typekit.html

4. Definitions

Cookies: A cookie (sometimes referred to as local storage object or LSO) is a data file placed on a device. Cookies can be created through a variety of web-related protocols and technologies, such as HTTP (sometimes referred to as “browser cookies”), and HTML5. For more information on third party cookies that we use for analytics, please review the table in Section 3 of this Cookies and Tracking Technologies Policy.

Web Beacons: Small graphic images or other web programming code called web beacons (also known as “1×1 GIFs” or “clear GIFs”) may be included in our Site’s pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a page or email can act as a web beacon.

Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to HTTP cookies, which are stored on a user's computer hard drive, clear GIFs are embedded invisibly on web pages and are about the size of the period at the end of this sentence.

Unique Device ID (UDID) Tokens: The unique series of numbers and letters assigned to your device.

Unique Identifier Header (UIDH): Unique Identifier Header (UIDH) is the address information that accompanies Internet (http) requests transmitted over an ISP’s wireless network. For example, when a customer types on his or her phone the web address of a retailer that request travels over the network and is delivered to the retailer's website. The information included in that request includes things like the device type and screen size so that the retailer site knows how to best display the site on the phone.

It is important to note that the UIDH is a temporary, anonymous identifier included with unencrypted web traffic. We change the UIDH on a regular basis to protect the privacy of our customers. We do not use the UIDH to collect web browsing information and it does not broadcast individuals' web browsing activity out to advertisers or others.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Site, such as the links you click on. The code is temporarily downloaded onto your device from our web server or a third-party service provider, is active only while you are connected to the Site, and is deactivated or deleted thereafter.

ETag, or entity tag. A feature of the cache in browsers, an ETag is an opaque identifier assigned by a web server to a specific version of a resource found at a URL. If the resource content at that URL ever changes, a new and different ETag is assigned. Used in this manner ETags are a form of device identifier. ETag tracking may generate unique tracking values even where the consumer blocks HTTP, Flash, and/or HTML5 cookies.

5. Contact Us

For any queries in relation to this Cookies and Tracking Technologies Policy please contact us at privacyoffice@earlywarning.com or Early Warning Services, LLC, Attn: Privacy Office, 16552 N. 90th Street, Scottsdale, AZ 85260.