

Mocean Cookie Policy

Effective on February 2, 2020

At Mocean, we believe in being clear and open about how we collect and use data related to you. This Cookie Policy applies to any Mocean product or service that links to this policy or incorporates it by reference. We use cookies and similar technologies to collect and use data as part of our Services as defined in our Privacy Policy (“Services”) and which includes our sites, communications, mobile applications and off-site Services. In the spirit of transparency, this policy provides detailed information about how and when we use these technologies.

By continuing to visit or use our Services, you are agreeing to the use of cookies and similar technologies for the purposes described in this policy.

What technologies are used?

Cookies

A cookie is a small file placed onto your device that enables Mocean features and functionality. Any browser visiting our sites may receive cookies from us or cookies from third parties such as our customers, partners or service providers. We or third parties may also place cookies in your browser when you visit non-Mocean sites that display ads, host our plugins.

We use two types of cookies: persistent cookies and session cookies. A persistent cookie may help us recognize you as an existing user, so it’s easier to return to Mocean or interact with our Services without signing in again. A persistent cookie stays in your browser and will be read by Mocean when you return to one of our sites or a partner site that uses our Services (for example,

sites that use our sharing or job application buttons). Session cookies last only as long as the session (usually the current visit to a website or a browser session).

Pixels

A pixel is a tiny image that may be found within web pages and emails, requiring a call (which provides device and visit information) to our servers in order for the pixel to be rendered in those web pages and emails. We use pixels to learn more about your interactions with email content or web content, such as whether you interacted with ads or posts. Pixels can also enable us and third parties to place cookies on your browser.

Local storage

Local storage enables a website or application to store information locally on your device(s). Local storage may be used to improve the Mocean experience, for example, by enabling features, remembering your preferences and speeding up site functionality.

Other similar technologies

We also use other tracking technologies, such as mobile advertising IDs and tags for similar purposes as described in this Cookie Policy. References to similar technologies in this policy includes pixels, local storage, and other tracking technologies

Our policy lists cookies and similar technologies that are used as part of our Services. Please note that the names of cookies and similar technologies may change over time.

What are these technologies used for?

Below we describe the purposes for which we use these technologies.

Authentication

We use cookies and similar technologies to recognize you when you visit our Services.

If you're signed into Mocean, these technologies help us show you the right information and personalize your experience in line with your settings. For example, cookies enable Mocean to identify you and verify your account.

Security

We use cookies and similar technologies to make your interactions with our Services faster and more secure.

For example, we use cookies to enable and support our security features, keep your account safe and to help us detect malicious activity and violations of our User Agreement.

Preferences, features and services

We use cookies and similar technologies to enable the functionality of our Services, such as helping you to fill out forms on our Services more easily and providing you with features, insights and customized content in conjunction with our plugins. We also use these technologies to remember information about your browser and your preferences.

For example, cookies can tell us which language you prefer and what your communications preferences are. We may also use local storage to speed up site functionality.

Customized content

We use cookies and similar technologies to customize your experience on our Services.

For example, we may use cookies to remember previous searches so that when you return to our services, we can offer additional information that relates to your previous search.

Advertising

Cookies and similar technologies help us show relevant advertising to you more effectively, both on and off our Services and to measure the performance of such ads. We use these technologies to learn whether content has been shown to you or whether someone who was presented with an ad later came back and took an action (e.g., downloaded a white paper or made a purchase) on another site. Similarly, our partners or service providers may use these technologies to determine whether we've shown an ad or a post and how it performed or provide us with information about how you interact with ads.

We may also work with our customers and partners to show you an ad on or off Mocean, such as after you've visited a customer's or partner's site or application. These technologies help us to provide aggregated information to our customers and partners.

Performance, analytics and research

Cookies and similar technologies help us learn more about how well our Services and plugins perform in different locations.

We or our service providers use these technologies to understand, improve, and research products, features and services, including as you navigate through our sites or when you access

Mocean from other sites, applications or devices. We, or our service providers, use these technologies to determine and measure the performance of ads or posts on and off Mocean and to learn whether you have interacted with our websites, content or emails and provide analytics based on those interactions.

We also use these technologies to provide aggregated information to our customers and partners as part of our Services.

If you are a Mocean member but logged out of your account on a browser, Mocean may still continue to log your interaction with our services on that browser for up to 30 days in order to generate usage analytics for our Services. We may share these analytics in aggregate form with our customers.

Your choices.

You have choices on how Mocean uses cookies and similar technologies. Please note that if you limit the ability of Mocean to set cookies and use similar technologies, you may worsen your overall user experience, since it may no longer be personalized to you. It may also stop you from saving customized settings like login information.

Browser controls

Most browsers allow you to control cookies through their settings, which may be adapted to reflect your consent to the use of cookies. Further, most browsers also enable you to review and erase cookies, including Mocean cookies. To learn more about browser controls, please consult the documentation that your browser manufacturer provides.

What is Do Not Track (DNT)?

DNT is a concept that has been promoted by regulatory agencies such as the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites by using browser settings. As such, Mocean does not generally respond to “do not track” signals.

Other helpful resources

We adhere to self-regulatory principles for interest-based advertising and participate in industry opt-outs from such ads. This does not opt you out of receiving advertising altogether. You will continue to receive other ads from advertisers not listed with these self-regulatory tools or you may receive ads that are not personalized to you.

To learn more about advertisers' use of cookies, please visit the following links:

- [Internet Advertising Bureau \(US\)](#)
- [European Interactive Digital Advertising Alliance \(EU\)](#)
- [Internet Advertising Bureau \(EU\)](#)