

# SPECTRUM COOKIES POLICY

## 1 COOKIES AND SIMILAR TECHNOLOGIES

### 1.1 Cookies

Cookies are small files which are sent to and stored on a user's computer. They are designed to hold a modest amount of data (such as the IP address, domain, referring websites, etc.) specific to a particular client and website, and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script which is aware of the data in the cookie and so is able to carry information from one visit to the website (or related site) to the next. By using cookies, Spectrum can recognize repeat users, facilitate users' access to the Website, and allow the Website to compile aggregate data that will allow content improvements, etc.

Spectrum may also use cookies and similar technologies placed by one of our business or advertising partners to enable Spectrum to learn which advertisements bring users to Spectrum Websites.

Such cookies can be either:

**Persistent:** the cookies stay in one of your browser's subfolders until you delete them manually or your browser deletes them based on the duration period contained within the persistent cookie's file; or

**Temporary:** the generated session cookies are erased when you close your browser.

In addition, Spectrum monitors user traffic patterns throughout its Websites according to a user's domain name, browser type, date and time of access, and pages viewed. Our Web servers collect the domain names but not the email addresses of visitors. This information is collected in order to measure the number of visitors to our Website and to determine which areas of the Website users find useful based upon the amount of traffic to particular areas. Spectrum uses this information to enhance users' experience at the Website and to better prepare future content based on the interests of users.

### 1.2 Web beacons

A web beacon is usually a pixel on a website that can be used to track whether a user has visited a particular website to deliver targeted advertising. Web beacons are used in combination with cookies, which means that, if you turn off your browser's cookies, the web beacons will not be able to track your activity. The web beacon will still count as a website visit, but your unique information will not be recorded.

Information collected by web beacons may include IP address information (see below). Web beacon information is also used for:

- Advertising and email auditing, and reporting;
- Personalization;
- Site traffic reporting; and
- Unique visitor counts

### 1.3 IP Addresses

An Internet Protocol (IP) address is a number that is used by computers on the network to identify your computer every time you log on to the Internet.

Spectrum may collect and keep track of IP addresses to, among other things:

- Maintain Website safety and security;
- Restrict access to our Websites to certain users;
- Troubleshoot technical issues; and
- Better understand how Spectrum Websites are used.

## 1.4 Logs

Spectrum (or third parties on behalf of Spectrum) may collect information in the form of log files that are recording Website activities and statistics about web users' habits. Log files are used for internal purposes only. By using log files, Spectrum is able to constantly improve and customize our Websites and applications, as well as offer appropriate technical and organizational measures to improve security.

The entries help us gather, among other things:

- Internal marketing and demographic studies;
- A user's browser type and operating system;
- Information about a user's session (such as the URL, the date and time our Website was visited and which pages and for how long were viewed on our Website); and
- Other similar navigational or click-stream data.

## 1.5 Web Fonts

Web fonts are designed to display a certain icon, trademark or logo well across devices, operating systems and browsers, as intended by the designer or owner.

The Web Fonts Spectrum is using on its websites are defined by brand guidelines. We use Web Fonts from 3rd parties like Adobe, Google, and Monotype. Google fonts can be downloaded and used on Spectrum servers and Adobe and Monotype fonts must be used on these third-party servers.

## 2 WHICH COOKIES DOES SPECTRUM USE, FOR WHAT PURPOSE(S) AND HOW LONG DO WE KEEP IT?

### Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

### Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

### Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Website visitors and users can manage their cookies preferences at any time via the Cookies Preferences Module available on the Spectrum websites.

### **3 HOW CAN YOU CONTACT SPECTRUM ABOUT COOKIES ?**

If you wish to access, correct, update or erase your Personal Information, or if you have questions about Spectrum's privacy practices in general or a complaint, please submit your request via the Spectrum webform available on the website.

If you are located in a country that is governed by the General Data Protection Regulation and would like to contact the local Data Protection Officer, please indicate this in the form and your inquiry will be directed to the appropriate person.

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