

# MobileCoin – Cookies Policy

Effective Date: 06/02/2022

We explain below our use of cookies and other similar technologies. Please review the entire policy. To exercise your choices, please refer to the “Your Choices” section. You can learn more about the types of cookies in the “What Types of Cookies Do We Use” section of our Cookies Policy.

## 1 WHAT COOKIES AND OTHER SIMILAR TECHNOLOGIES DO WE USE?

1.1 MobileCoin Inc., with an address of 275 8th St., 3rd Floor, San Francisco, CA 94103 (the **Company**, “**us**,” or “**we**”) uses technologies on our web pages, <https://mobilecoin.com/> and other related pages (the “**Website**” or “**Site**”) (collectively, “**Services**”), to help us improve your digital experience. In this Cookies Policy, we refer to these technologies – which include for web: cookies, pixels, web beacons, localStorage – collectively as “**cookies**.” This policy explains the different types of cookies used on the Site and how you can control them.

1.2 We may change this Cookie Policy at any time. Please take a look at the **Effective Date** at the top of this page to see when this Cookie Policy was last revised. Any changes in this Cookies Policy will become effective when we make the revised Cookie Policy available on or through the Site.

## 2 Consent

2.1 By using our Services, you consent to the use of cookies in accordance with this Cookies Policy. You will have seen a popup on your first visit to the Website and although it will not usually appear on subsequent visits, you may withdraw your consent at any time by following the instructions below.

## 3 Your Choices

3.1 For more information about cookies, including how to exercise your choices and to see what cookies have been set on your computer and how to manage and delete them visit: <http://www.youronlinechoices.com/> and/or <https://optout.networkadvertising.org>. Please note that some of the Services will not function as well if cookies are disabled and that opting-out of advertising cookies does not mean that you will stop seeing all ads.

3.2 After your initial visit to the Website, we may change the cookies we use. This Cookies Policy will allow you to know who is placing cookies, for what purpose, and give you the

means to disable them so you should check this Cookies Policy from time to time since we may change the cookies we use after your initial visit to the Website.

4 What are cookies?

- 4.1 Web cookies contain small amounts of information which are stored on your browser when you visit a website. Once cookies are on your browser, cookie values are transmitted back to the originating web domain on subsequent browser visits. On websites, most web pages contain elements from multiple web domains so when you visit the Website, your browser may receive cookies from several sources.
- 4.2 Cookies are useful because they allow a website to recognize a user’s browser. Cookies allow you to navigate between pages or features efficiently, remember preferences, and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.
- 4.3 Session cookies are deleted automatically at the end of your browser session. Persistent cookies remain on your device after the browser session is closed (for example to remember your user preferences or login info when you return to the Website).

5 What types of cookies do we use?

- 5.1 We describe the categories of cookies which we and our affiliates and contractors use below.

Categories of cookies

Strictly Necessary Cookies

These technologies are essential for the Website in order to provide the services and for the operation of the Website. Without these necessary cookies, we may not be able to provide the services or other features and our Website will not perform as smoothly for you as we would like.

Below we provide examples of the types of strictly necessary cookies our Services currently use:

Provider	Data Collected	Description
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Squarespace	The Website uses cookies to help run the Website effectively so visitors can navigate and use key features.	Reports on operations of systems and software, such as test reporting and service availability.
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### Performance Measurement and Functionality Cookies

Performance measurement cookies, which are sometimes called analytics cookies, collect information about your use of the Website and enable us to improve the way our Services operate. For example, performance cookies alert us to the most frequently viewed content, allow us to see the overall patterns of usage on the Website, and help us detect any difficulties you may have with the Website. Functionality cookie technologies enable certain features that are not strictly necessary to use the Website.

Below we provide examples of the types of Performance Measurement and Functionality cookies our Services currently use:

Provider	Data Collected	Description
Adobe	The Website uses cookies with unique identifiers to collect and store information about usage of the Website, such as the number of Website visitors and other site activity.	Generates analytics regarding the performance and usage of the Website.

Google Analytics	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve our Website and applications.	The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.
Instabug	These cookies are used to collect information about how visitors use our Website. We use the information to compile reports and to help us improve our Website and applications.	Reports on operations of systems and software, such as functional issues with the service.

## Advertising Cookies

### Advertising Cookies

Advertising cookies (or targeting cookies) collect information about the browsing habits associated with your browser or device and are used to make advertising more relevant to you and your interests. They are also used by services provided by third parties on this Website, such as 'Like' or 'Share' buttons, in addition to providing the requested functionality. Third parties provide these services in return for recognizing that your browser has visited a certain website or explored a particular feature. These third parties put down advertising cookies when you visit our Services, when you use their services, and when you navigate away from our Services.

Below we provide examples of the types of Advertising cookies our Services currently use:

Provider	Data Collected	Description
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Tik Tok	The Website uses cookies to collect and store information about marketing and advertising activities on the Website.	Generates aggregated reports regarding marketing activity to Tik Tok to serve relevant advertising and marketing campaigns to users.
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Our emails may contain a single, campaign-unique “web beacon pixel” to tell us whether our emails are opened and verify any clicks through to links within the email. We may use this information for purposes, including determining which of our emails are more interesting to you and whether users who do not open our emails wish to continue receiving them. The pixel will be deleted when you delete the email. If you do not wish the pixel to be downloaded to your browser or device, you should select to receive emails from us in plain text rather than HTML.

#### **Use of IP addresses and web logs**

We may also use your IP address and browser type to help diagnose problems with our server, to administer our Website, to serve personalized advertisements, and to improve the service we offer to you. An IP address is a numeric code that identifies your computer on the internet. Your IP address might also be used to gather broad demographic information.

We may perform IP lookups to determine which domain you are coming from (e.g. google.com) to more accurately gauge our users’ demographics.

#### **6 Cookies Policy does not cover third party websites**

6.1 Please note that this Cookies Policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this Website.