

## WORLD DATA LAB COOKIE POLICY

Revised April 26, 2019

Thank you for choosing to be part of our community at World Data Lab ("**Company**", "**we**", "**us**", or "**our**"). At World Data Lab, we believe in being transparent about how we collect and use data. This policy provides information about how and when we use cookies for these purposes. This Cookie Policy is a supplement to our Privacy Policy, which also includes additional details about the collection and use of information at World Data Lab. If you have any questions or concerns about our cookie policy, or our practices with regards to your personal information, please contact us at [hello@worlddata.io](mailto:hello@worlddata.io).

This cookie policy applies to all information collected through our websites (such as [www.worlddata.io](http://www.worlddata.io)), and/or any related services, sales, marketing or events (we refer to them collectively in this cookie policy as the "**Sites**").

### 1. What is a cookie?

Cookies are small text files sent by us to your computer or mobile device, which enable World Data Lab features and functionality. They are unique to your account or your browser. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire.

To find out more about cookies, visit [this site](#).

### 2. Does World Data Lab use cookies?

Yes. World Data Lab uses cookies. We use both session-based and persistent cookies. World Data Lab sets and accesses our own cookies on the domains operated by World Data Lab (collectively, the "**Sites**"). In addition, we use third party cookies, like Google Analytics.

### 3. How does World Data Lab use cookies?

Some cookies are associated with your account and personal information in order to remember that you are logged in. Other cookies are not tied to your account but are unique and allow us to carry out analytics and customization, among other similar things.

Cookies can be used to recognize you when you visit a Site or use our Services (as defined in the Privacy Policy), remember your preferences, and give you a personalized experience that's consistent with your settings. Cookies also make your interactions faster and more secure. See the Cookie Table section of this document to learn more.

#### 4. Categories of Use

- **Authentication:** If you're signed in to our Services, cookies help us show you the right information and personalize your experience.
- **Security:** We use cookies to enable and support our security features, and to help us detect malicious activity.
- **Preferences, Features and Services:** Cookies can tell us what your preferences are like and they can help you fill out forms on our Sites more easily. They also provide you with features, insights, and customized content.
- **Marketing:** We may use cookies to help us deliver marketing campaigns and track their performance (e.g., a user visited our Help Center and then made a purchase).
- **Performance, Analytics and Research:** Cookies help us learn how well our Sites and Services perform. We also use cookies to understand, improve, and research products, features, and services, including creating logs and recording when you access our Sites and Services from different devices, such as your work computer or your mobile device.

#### 5. What third-party cookies does World Data Lab use?

You can find a list of the third-party cookies that World Data Lab uses on our Sites, along with other relevant information, in our cookie tables. While we do our best to keep this table updated, please note that the number and names of cookies may change from time to time.

#### 6. How are cookies used for advertising purposes?

World Data Lab uses cookies for advertising and retargeting purposes.

#### 7. What can you do if you don't want cookies to be set or want them to be removed, or if you want to opt out of interest-based targeting?

Some people prefer not to allow cookies, which is why most browsers give you the ability to manage cookies. In some browsers you can set up rules to manage cookies on a site-by-site basis, giving you more fine-tuned control over your privacy. What this means is that you can disallow cookies from all Sites except those that you trust.

Browser manufacturers provide help pages relating to cookie management in their products. Please consult your browser policy for more information.

If you limit the ability of websites and applications to set cookies, you may worsen your overall user experience and/or lose the ability to access the Services, since it will no longer be

personalized to you. It may also stop you from saving customized settings, like login information.

## 8. Does World Data Lab respond to Do Not Track Signals?

Our Sites and Services do not collect personal information about your online activities over time and across third-party websites or online services. Therefore, “do not track” signals transmitted from web browsers do not apply to our Sites or Services, and we do not alter any of our data collection and use practices upon receipt of such a signal.

## 9. Cookie Tables

We use different types of cookies to provide our services. This table lists some of the third-party cookies deployed on World Data Lab’s websites. Third-party cookies are derived from other websites’ advertisements to track your web use for marketing purposes.

Since the number and names of cookies, pixels, and other technologies may change, these tables may be updated from time to time. Please take a look at our Privacy Policy if you’d like more information on how and why we use cookies.

*Performance, Analytics, Research, and Marketing Cookie Table:*

Domain	Cookie Name	Description	Type	Opt-Out
Third party	__ar_v4	Advertising-related cookie for Double Click	Persistent	<a href="#">Google Account Settings</a>
Third party	_gac	Advertising-related cookie for Google AdWords Conversion Tracking	Persistent	<a href="#">Google Account Settings</a>
Third party	fr	Advertising-related cookie for Facebook Custom Audience - (Facebook Pixel)	Persistent	<a href="#">Facebook Options</a>
Third party	IDE	Advertising-related cookie for Google Dynamic Remarketing	Persistent	<a href="#">Google Account Settings</a>
Third party	gtag	Essential cookie for Google Tag Manager	Persistent	<a href="#">Google Account Settings</a>
Third party	ga	Site analytics-related cookie for Google Analytics	Persistent	<a href="#">Google Account Settings</a>
Third party	fbsr	Social media-related cookie for Facebook Connect (Facebook Pixel)	Persistent	<a href="#">Facebook Options</a>

