

RouteSmart Technologies, Inc.
Cookie Policy

Last updated: February 1, 2020

Cookies

The Site uses cookies. A cookie is a small data file that is written to your computer's hard drive by your web browser. A cookie file can contain and/or automatically collect information, such as a user identification code or IP address, that a website will use to track the pages and number of times you have visited. The data read from these cookies may be linked to personally identifying (PII) and non-personally identifying (non-PII) information.

We and our partners use cookies and similar technologies on the Site to personalize and optimize your browsing experience and the Site, including by:

- providing you with a more personalized service,
- safeguarding against spam and malware,
- analyzing trends, traffic, and user behavior,
- administering the website,
- tracking web and advertising analytics throughout the Site and its affiliate websites,
- remembering your preferences and voluntarily-submitted information,
- performing location-related functionalities and analytics,

Cookies fall into the subcategories below.

Essential Cookies. Certain cookies are used for specific purposes that are essential to your secure use and navigation of the Site. Without them, Company may not be able to provide core Site functions and features to you, and the Site would not operate as well as you or Company would like. These cookies collect and use information such as your server preferences, single-session data and corresponding identifier, web beacons and log files (detailed below), and other credential-related information. For EU individuals, essential cookies also help inform Company whether you require, or have already been served, an affirmative consent request in connection with the GDPR. Essential cookies include analytics cookies, which provide us data that allows Company to better understand its users and improve the Site based on what we have learned from that data.

Preference Cookies. Other cookies are used to collect and process information about your preferences and similar choices in connection with the Site in order to optimize your browsing experience (e.g., various local preference settings; which geographically-customized version of the Site and related content you may prefer). If you access the Site through a mobile application, you may have preference cookies).

Advertising Cookies. Companies may use cookies on their websites to personalize the content and advertisements you may be shown. Such advertisements use cookies to provide you targeted advertisements that may be more consistent with your interests than non-targeted advertisements. RouteSmart does not use cookies for third party advertising services.

The Site uses cookies to analyze traffic via Google Analytics and Leadlander. Google may also use these cookies to show you RouteSmart's ads on the internet based on your prior visits to the Site. This is called retargeting or remarketing advertising. RouteSmart has a legitimate interest in analyzing user behavior in order to optimize both the Site and RouteSmart's advertising. You may opt-out of Google's use of cookies by visiting

<https://support.google.com/ads/answer/2662922?hl=en-US>.

For information on Google's privacy policy, click

<https://policies.google.com/privacy?hl=en-US> .

Web Beacons. We use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our sites in order to recognize users, assess traffic patterns, identify preferred content and measure site engagement. We also include web beacons in our e-mail messages, including newsletters, in order to count how many e-mail messages have been opened.

Company and its partners also use web beacons to collect various data provided by your browser while you are on our Site and elsewhere (i.e., outside of the Site) where we may be acting as a 3rd party. This data is collected in the aggregate, but may include or be associated with other non-PII or PII that users have voluntarily submitted.

Log Files. The Site's web and ad servers log information about a user's IP address, browser type and the current URL the user is requesting. This information is always provided by a user's browser and automatically logged by most websites. These log files are stored in a secure location and used in our internal analysis of traffic patterns within our website.

Opting Out of Cookie Use

Most web browsers automatically accept cookies, but generally allow users to modify their browser settings to display a warning before accepting a cookie, to accept cookies only from certain websites, and/or to refuse all cookies. To decline cookies in Chrome, please click

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>.

We encourage you to consider keeping your cookies enabled, as if you choose to disable the receipt of cookies from our Site, you may not be able to use or benefit from certain features of the Site, particularly the features that are designed to personalize your experience. If you would like to manage your cookie preferences or learn more information about this practice and your right to decline (or opt-out of) cookies placed by some or all of these companies, please click

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en> .