dunnhumby Sponsored Ads Platform Cookie Notice

1. Introduction

1.1. dunnhumby sponsored ads platform (the "**Platform**") is operated by dunnhumby Limited ("**dunnhumby**", "**we**", "**us**" or "**our**").

1.2. Our Cookie Notice explains:

- how cookies and similar technologies ("**cookies**") are used when you visit the Platform; and

- the use of cookies, why they are used and how you can control the use of cookies.

2. Quick links

2.1. This Cookie Notice is broken down into a few sections, please click on the links below if you want to navigate to a section:

3. What are cookies?

Overview

3.1. Cookies are small text files which are placed and stored on your computer, mobile or other device when you first visit a website. Cookies will be used to help the Platform work effectively and efficiently.

Types of cookies

3.2. **Source of cookies**

- **First party cookies** – cookies we set on the Platform.

- **Third party cookies** – cookies set by other companies on the Platform.

3.3. **Categories of cookies**

- **Strictly necessary cookies** – cookies that are essential for operation, and your use, of the Platform.

- **Functionality cookies** – cookies that help to recognise you and improve the functionality of the Platform.

- **Analytical cookies** – cookies that collect information about your use of the Platform and monitor the performance of the Platform to help our service providers to improve performance, the services provided through the Platform and your experience of using it.

3.4. **Duration of cookies**

- **Session cookies** – cookies that start working when you access the Platform and stop when you log-out.

- **Persistent cookies** – cookies that stay in one of your browser's subfolders until your browser deletes them (based on the duration period of the cookie) or you manually delete them.

4. How are cookies used

The following third-party cookies will be used on the Platform.

Cookie category	Cookie name	Cookie provider	Session or Persistent	Duration of cookie	Purpose
Functionality	LogRocket	LogRocket	Session	30 days	To allow chat functionality as part of the Platform
Analytical	amplitude.com	Amplitude	Session	12 months	To allow us to track user activity to improve the Platform experience

5.   How to control and delete cookies

5.1.   You can control and delete cookies as follows:

- at any time you can amend the settings of your internet browser (**Google Chrome**, **Microsoft Internet Explorer** and **Mozilla Firefox**) to choose whether or not to accept cookies. You can also use the settings in your internet browser to delete cookies which have already been set;

- when we need to obtain your consent to store cookies on your devices for non-essential cookies, we will request this and if you do not consent to cookies we will not use these cookies.

5.2.   Please note that some the Platform functionality, including the chat support functionality, may not be available to you if you restrict or disable cookies.

6.   Changes to this Cookie Notice

We will update our Cookie Notice from time to time, and when we do, we will post the updated version on the Platform. The current version of our Cookie Notice is the version available through the link on the Platform and the current version replaces all previous versions.

7.   Contact

If you have any queries about this Cookie Notice or the way cookies are used on the Platform please contact our Data Protection Officer via:

- Email: individualrights@dunnhumby.com; or

- Post: FAO Data Protection Officer, dunnhumby Limited, 184 Shepherds Bush Road, London, England, W6 7NL.

8.   Additional Information

To find out more information about:

- dunnhumby, please visit **About Us**

- our use of your personal data on [the Solution] please read the **dunnhumby Sponsored Ads Platform Privacy Notice**

- cookies in general, including how to see what cookies have been set and how to manage and disable them, visit **All About Cookies**

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