

Effective as of March 8, 2019

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Cookies can be permanent (also known as persistent cookies) which remain on your computer until they expire or you delete them. Temporary cookies (also known as session cookies) last until you close your browser. Cookies can be first-party cookies (set by the website which is being visited) or third-party cookies (set by a website other than the one being visited).

What cookies does the Exchange use and what are they used for?

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We use first party cookies on our Sites (such as thesmallexchange.com). Any browser used to visit our Sites will receive first party cookies. Cookies can be used to recognize you when you visit our Sites, remember your preferences, and give you a personalized experience that’s in line with your browser settings. Cookies also make your interactions with the Exchange faster and more secure. Additionally, cookies allow us to deliver advertising to you both on and off our Sites.

We use four types of cookies: strictly necessary cookies, functionality cookies, performance cookies and advertising cookies:

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often and, if they receive error messages from web pages. If you register with an Exchange Site, your log-in information will be associated with your browsing history through these strictly necessary cookies.

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 - Remembering previous choices so that you are not required to fill in the same data again;
 - Detecting if a product or service has already been offered/selected;
 - Fulfilling a request by you such as submitting a comment;
 - Personalizing and providing relevant offerings that may be of more interest to you based on your previous searches and bookings (for Exchange Sites operated by a subsidiary and/or establishment in the EU/EEA and for users visiting Exchange Sites from the EU/EEA, we will ask for consent); and
 - Remembering your settings so that changes can be processed seamlessly.

If you register with an Exchange Site, your log in information will be associated with your browsing history as set out above through these functionality cookies.

- Performance cookies collect information about how users interact with our services, for instance what pages are most frequently visited. These cookies do not personally identify individual users and the Exchange does not use these cookies to collect information on an individual. The information we collect is aggregated and, therefore, anonymous and only used to improve how our services work. We use these third-party performance cookies to provide statistics on how our services are used and to measure delivery and performance of our campaigns. These cookies help us learn how well our services and plugins perform in different locations. We also use these cookies to understand, improve, and research products, features, and services, including when you access the Exchange's Sites from other websites, applications or devices such as your computer or your mobile device, such as collecting anonymous information on the pages visited. These cookies collect information about how visitors use our Sites, for instance which pages visitors go to most often, and if they get error messages from certain pages. From time to time, the Exchange will use other third parties to assist in evaluating the performance of Exchange Sites and marketing communications.
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