

Cookie Policy

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This Policy sets out the different scenarios in which InMobi Pte. Ltd. (or its affiliates) may use cookies, pixels, web beacons, and other similar technologies ("Technologies") to automatically collect certain information about you (visitors/ users of our or our partner's websites/ applications). Cookies are small text files typically containing a sequence of numbers and letters that websites and/or applications serve to your desktop, smart device and/or mobile browser. They are often used to provide a personalized experience to visitors/users as well as to provide reporting information regarding user's activity or how users are engaging with the websites and applications.

Scenario 1 (INMOBI WEBSITE) - When you visit the InMobi website, we use cookies and web beacons to automatically collect certain information about your visit to the website and interaction with the same. We use cookies to generally enable our systems to recognize users, to identify how and which pages within the InMobi website are visited and by how many people.

ARTICLE 1:

This enables us to understand which parts of our website are of greatest interest to our visitors, as well as to understand certain aggregated geographic and demographic information about our visitors. We use this information to continuously improve our website, monitor and analyze web traffic.

Specifically, we use the following types of cookies on our website:

Types of cookie	Who serves these cookies	What they do
Essential website cookies	InMobi.com Azure	These cookies are necessary to provide you with services available through this website and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like secure client account pages, would not be possible.
Performance and functionality cookies	InMobi.com Hubspot	These cookies enhance the performance and functionality of our website but are non-essential to its use. However, without these cookies, certain functionality (like search functionality) may become unavailable.
Analytics beacons customisation cookies	web and Google Analytics (click here to opt out) Kickfire	These technologies collect information that is used either in aggregate form to help us understand how the website is being used or how effective our marketing campaigns are, or to help us customize the website for you.

OPTING OUT

By using the InMobi website, you consent to the use of these Technologies. If you do not like the idea of cookies or certain types of cookies/beacons these Technologies, you can change your browser's settings to delete cookies that have already been set and to not accept new Technologies. To learn more about how to do this, visit the help pages of your browser. Please however note, that, if you delete these Technologies or do not accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

Scenario 2 (TRACKING AND ADVERTISING TECHNOLOGIES) - As a provider of advertising services, InMobi partners with many advertising clients and partners who facilitate embedding/_firing/_placing of InMobi and InMobi partner cookies or pixels on their websites for improving the advertising services. In this scenario, InMobi's and its partners' cookies are third-party cookies. We use these types of Technologies to provide advertisements that are more relevant to your interests. This can be done by delivering online adverts based on your web

browsing activity on websites you visit the InMobi website, known as “online behavioral advertising” (OBA). Cookies Technologies are placed on your browser, which will remember keep track of the web pages you have visited on the InMobi website. Advertisements linked to what you have been looking at may be displayed to you when you visit websites who that use partner advertising networks. We may supplement our understanding of your web browsing activity through information provided by our advertising partners, including through our partners' use of such Technologiescookies.

ARTICLE 2

These Technologies Cookies are categorized as third-party or first-party depending on whether they are associated with the domain of the site. Permitting InMobi or its partners to embed/place its-cookies or pixels, helps advertising clients and InMobi recognize users to know, which user visited which website and when, so that they can retarget or show advertisements that are likely to be most relevant to such those usersusers. Typically, InMobi collects data related to your interaction with such advertising sites, products/services like whether the user you visited the home page or product display page or added anything to cart or type of browser or operating system etc. We would like to assure you that we do not know collect your identity, your name, your address, date of birth, social security number, credit card/financial information, email address or phone number through these cookiesTechnologies. We may share your data with or supplement our or our partners' cookies with data from, our affiliates or partners for the purpose of improving advertising services and/or internal analytics in compliance with applicable laws and relevant commercial agreements. Your data may be stored by third parties like data enrichment partners, and data-centers providers in connection with the provision of services to us.

We recommend you to refer the respective privacy policies of the sites you visit or use. However, please note that if you delete/clear cookies or do not accept them, our services may be disrupted and we may not be able to serve you with relevant advertising.

Scenario 3 - (INMOBI AD NETWORK AND CHANNELS) - As a provider of advertising services, InMobi may partner with publishers to distribute advertisements of InMobi's advertising clients on such publishers' mobile websites. Article 3 is to be read with our Privacy Policy set out in <http://inmobi.com/privacy-policy/>, provides the details in this regard.

ARTICLE 3

We use cookies for analyzing the usage and for tracking the advertisement serving process. The cookies Technologies we serve place enable us to collect information about how users interact with our partners' websites so that we can better customize the advertisements we serve and avoid serving advertisements that the user has already seen or is not interested in.

We also use cookies these Technologies to collect certain reporting information about the ads we serve, such as the type of device on which they were viewed, the geographies where they were viewed, the format of the ad displayed (such as text or image format) and so on. For more information, please see our InMobi Ad Network [Privacy Policy](#).

This may include events related to your activity on our partner's mobile website or events related to the InMobi serving activity such as the number of advertisements served to you by InMobi. Cookies or pixelsThese Technologies enable us to keep a record of the publisher site you were using when you were shown an advertisement by InMobi or interacted with such an advertisement, analyze trends, and understand users' interests with respect to such mobile websites. We would like to assure you that we do not know your identity, your name, your address, date of birth, social security number, credit card/financial information, email address or phone number.

Our partners may also place these Technologiescookies on the websites you visit. Their use is governed by the specific privacy policies of such partners which can be accessed directly from their mobile websites.

OPTING OUT

To opt-out of InMobi's interest-based advertising through the InMobi Ad Network or distribution channels, please visit our Opt-out page set out in <http://www.inmobi.com/page/opt-out/> and follow the steps provided therein.

We are required to maintain the cookie on your browser in order to recognize that you have opted out from InMobi. In the event of you clearing your cookies on your browser, you will be required to opt out again from

InMobi, as this clearing action will remove the InMobi opt-out cookie from the browser. Your InMobi opt-out will not apply if you are to use a non-linked browser, new browser or use a new device to access the internet.

Please note that following Your opt out You may continue to see advertisements provided by InMobi that may be based on the context of the mobile website or webpage only.