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Cookies and Other Technologies

Marketing Artificial Intelligence Institute, LLC and its affiliates and sub brands, including, without limitation, SmarterX Ventures, LLC, SmarterX and AI Academy (“we”, “us”, “our”, “MAII”) use, and allow certain other companies to use, cookies, web beacons, and other similar technologies on our sites, applications, and communications. We do this to improve your user (“you”, “your”) experience, understand your use of our services, enable personalized features and content, optimize our advertising and marketing, and enable third-party advertising companies to assist us in serving you advertisements specific to your interests across the internet. Depending on how you choose to manage your cookie settings, information that may be collected through cookies or similar technologies include: your unique device identifier, mobile device IP address, information about your device’s operating system, mobile carrier, and your location information (to the extent permissible under applicable law). The technologies we use do not collect any information which directly identifies you, such as your name, email address, address, or phone number.

What are ‘Cookies’?

A cookie is a small text file that we, and in certain circumstances third parties, place on your browser (e.g., Internet Explorer or Safari) and that is downloaded onto your computer or mobile device when you visit our sites or open some of our emails. Cookies help us better serve you by, among other things, allowing us to recognize you when you revisit one of our sites. The party that places cookies on your browser can then read the information on the cookie that it set.

Cookies are typically classified as either "session cookies" (which do not stay on your device after you close your browser) or "persistent cookies" (which usually remain on your device until you delete them or they expire).

More information about cookies can be found at:

- www.aboutcookies.org
- www.allaboutcookies.org

How We and Third Parties Use Cookies

Essential Cookies

We use essential cookies to help you move around our site and to enable core site functions such as secure logins or shopping carts. Without these, certain services you request cannot be provided.

Non-Essential Cookies

Some cookies are not essential but improve your experience. We require your consent to use these types of cookies. By continuing to browse our sites, you agree to the use of these non-essential cookies unless you set your browser to reject them. Please see the section on **How to manage or refuse cookies and similar technologies** below for further details on your options.

Different cookies are used to perform different functions which we explain below. A visit to any of our sites could generate the following types of cookies:

Site Performance Cookies

These cookies remember your changes, selections, preferences, and customizations (e.g., changing font and text size, video watching, commenting on a blog or other post), which allow us to remember choices you make on our sites and provide enhanced, more customized features. These cookies do not track your browsing activity across other websites.

Analytics Cookies

We use cookies to analyze performance and usage trends. We use our own cookies, third-party cookies, and other identifiers (such as web beacons) to see how you use our sites and services in order to enhance their performance and develop them according to the preferences of our users, customers, and visitors. For example, we use cookies and web beacons to:

- Test design features of our site
- Track site performance
- Measure engagement
- Understand user journeys and recognize repeat visitors

The information collected from these types of cookies can be used in conjunction with other information we or our third-party partners hold in order to record specific browsing information (for example, regarding the way visitors arrive at our sites, pages viewed, options selected, information entered, and the path taken through our sites). The data collected will generally be aggregated to provide trends and usage patterns for business analysis, site/platform improvement and performance metrics, and information for our advertising and marketing strategies. Our cookies, or the resulting analysis, can also be shared with our business partners. We also receive similar information about visitors to the sites of our group companies and other partners.

For example, we use **Google Analytics** as a web analytics tool to understand how users engage with and use our sites. Google Analytics uses first-party cookies to collect information

about how users interact with our sites, which is used to compile reports. These reports from Google Analytics disclose website trends to help improve our services without personally identifying individual visitors. For some of the advertising features described below, data from Google Analytics could be combined with our first-party data and third-party cookies (like Google's advertising cookies). For information on how to opt-out of Google Analytics, please go to **How to manage or refuse cookies and similar technologies**.

Advertising Cookies

We use cookies to personalize your experience on our sites and show targeted ads. We use cookies (and allow data management platform providers to use cookies on our behalf) to gather data about your browsing habits on our sites to:

- Tailor and personalize content and services
- Deliver relevant ads on our sites and partner sites
- Customize the experience across devices

For example, we could show you advertisements for relevant publications or products and services if we know you have been browsing sections about related products or services on our sites. If you use more than one device or computer on a regular basis, we can link cookies together across devices so that you can still receive a personalized online experience. We also personalize the information you see based on what we already know about you or presume about you based on your online activities, so that you spend less time looking for things. With the use of cookies, each visitor to our site can have a web experience that is unique to them.

Cookies can also be linked with other information we hold or presume about you for these purposes. For example, if you are a registered user or provide us with your name, email address, social media log-in details, or other contact information (e.g. signing up to our newsletter or entering a competition), or interact with us (e.g. clicking on links within emails), we may connect that data to your profile and your browsing activity across all your devices to tailor content, services, advertising, and offers for you.

We also obtain and use third-party data, including demographic data, to further refine personalization in the content, advertisement, and communications we provide you. This data does not personally identify you.

You may opt out of these interest-based advertising cookies on our sites by adjusting your browser settings and blocking these cookies. For information on how to adjust browser settings, please go to **How to manage or refuse cookies and similar technologies**.

Third-Party Advertising Cookies

We partner with advertisers, ad networks, and ad serving companies to place cookies on our sites to allow them to show you advertisements both on and off our sites to:

- Serve ads relevant to you
- Limit ad repetition
- Analyze campaign effectiveness

We do not share personally identifying information with these third parties, such as your name, email address, address, or phone number. However, these third parties may infer information based on your interactions with the personalized ads. The third parties that generate these cookies have their own privacy and cookie policies, which we are not responsible for, and thus, we cannot control or guarantee anything related to their policies or their use of cookies.

Social Media Cookies

Cookies are placed when you use social media sharing buttons on our sites. This activity may be recorded by social media platforms for advertising and targeting purposes in accordance with their policies. The types of cookies used by these third-party social media platforms and how they use the information generated by them will be governed by those platforms' privacy and cookie policies. We cannot control or guarantee anything related to their policies or their use of cookies. For information on how to opt out of targeting advertising, please go to **How to manage or refuse cookies and similar technologies**.

How We and Third Parties Use Web Beacons

We use and allow selected third parties to use web beacons (usually in combination with cookies) to compile aggregate information about your site usage and your interaction with email and other communications to measure performance and to provide content and advertisements that are more relevant to you. Web beacons (also known as pixels, clear GIFs, or web bugs) can be embedded in online content, videos, and emails and allow a server to read certain types of information from your device to know when you have viewed the beacon and the IP address of your device. The type of information collected from web beacons includes, but is not limited to, information relating to advertising responses, page views, promotion views, and purchases made. We and selected partners use these web beacons to:

- Track site/email engagement
- Identify which ads or emails led to visits or conversions
- Measure the effectiveness of campaigns

The web beacons can be used to recognize cookies generated by third parties and inform us and third parties of which advertisement or link brought you to our site, allowing us to monitor the efficacy of our business relationships with third parties. You may disable image downloads in your email to avoid web beacon tracking, though disabling may not block all tracking depending on your software.

For more information on web beacons, please visit:

- www.allaboutcookies.org/faqs/beacons.html

How to Manage or Refuse Cookies and Similar Technologies

Cookies

You can adjust your browser settings to block certain cookies or delete cookies. Note that adjusting or blocking cookies may affect functionality across our sites. Certain cookies are designed to help save you time, for example, by remembering your contact details when you place an order.

The procedure for modifying your privacy preferences is different for each internet browser. The following browser-specific instructions will be helpful:

- [Firefox](#)
- [Safari](#)
- [Internet Explorer](#)
- [Chrome](#)

For additional resources about cookies and their use, please visit:

- www.aboutcookies.org
- www.allaboutcookies.org
- www.youronlinechoices.eu – For interest-based advertising preferences.

You can opt out of Google Analytics without affecting how you visit our site. For more information about opting out of Google Analytics tracking, please visit:

- [Google Opt-Out Tool](#)
- [Google Ads Settings](#)
- [Network Advertising Initiative](#)
- [Google Partner Sites Policy](#)

Most web browsers can be set to disable the use of cookies, and our sites contain buttons that allow you to opt-in and opt-out to various types of communications from us. You understand that you have the option and responsibility to consent to or opt-out of the use of cookies and web beacons. However, if you disable or do not opt-in to our use of cookies, web beacons, or similar technologies, you understand that you may not be able to access features on our sites correctly or at all.

Web beacons

As web beacons are the same as any other content request included in the architecture of a website page, you cannot opt out or refuse them. However, you are able to disable web beacons in email messages by not downloading images contained in messages you receive (this feature varies depending on the email software used on your personal computer or device). However, doing this will not always disable a web beacon or other tracking technologies in the email message due to specific email software capabilities. For more information about this, please refer to the information provided by your email software or service provider. Web beacons can also be rendered ineffective in certain circumstances by opting out of cookies or amending your cookie settings in your browser. Further details on web beacons, and how to manage them, can be found here: www.allaboutcookies.org/faqs/beacons.html.

Questions

If you have any questions about our use of cookies or similar technologies, feel free to contact us at: info@marketingainstitute.com.