



# Cookie Policy

Brainsword LLC's Cookie and Tracking Technology Policy

Last modified: March 31, 2020 - This policy supersedes all prior cookie policies posted on or through [www.brainsword.com](http://www.brainsword.com).

Brainsword LLC ("Brainsword" or "We" or "Us" or "Our") respects your privacy and believes in transparency when it comes to cookies and other tracking technologies. This policy explains (1) what tracking technologies we use, (2) how we use them, and (3) what choices you have to limit what is being collected by these technologies.

This policy applies to all of our services as described in our privacy policy, which is incorporated by reference. By accessing and using our services, you agree and consent to the collection of data by the technologies described in this policy. If you do not agree with our use of the technologies described in this policy, do not access, use, or otherwise interact with our services.

## **WHAT TECHNOLOGIES DO WE USE?**

We use the following technologies in connection with our services:

- **Cookies.** A cookie is a small text file that is placed on your computer or mobile device when you interact with our services. There are two types of cookies: persistent cookies and session cookies. A persistent cookie helps us recognize an existing user, which, for example, allows us to keep track of your game progress and achievements. On the other hand, session cookies only last for as long as your current visit to our website. Both types of cookies provide us with information that helps make our services enjoyable, relevant, and secure.
- **Web Beacons, Pixel Tags, and Similar Tracking Technologies.** These technologies are small electronic files (also known as clear gifs, SDKs, pixel tags, and single-pixel gifs) that are embedded in the content that we provide through our services and in the electronic messages that we send you. Like cookies, such technologies provide us with information that we need to make our services enjoyable and relevant.

Important: All the third-party services described in the choices section below use all or some of the technologies listed above to collect information from our users to produce analytics or to facilitate interest-based advertising.

## **HOW ARE THESE TECHNOLOGIES USED?**

We use these technologies, including cookies, to help us deliver a better and more enjoyable service, including by enabling us to:

- Estimate our audience size and users' usage patterns.

- Store information about your preferences, allowing us to customize our services according to your individual interests.
- Recognize you when you return to our services.
- Remember your game progress and the achievements you have completed.
- Analyze performance metrics.
- Understand how to make our services better.
- Serve interest-based advertising to you and others on or through our services or third-party ad networks.

Important: To the extent we use Facebook ad services (e.g., the Facebook Audience Network), Facebook may use tracking technologies, such as SDKs and pixel tags, to collect or receive information from users of our services and may use any such information collected to provide us with measurement services or the ability to target advertisements to users within Facebook's ad network.

## WHAT CHOICES DO I HAVE?

We strive to provide you with choices regarding the information you provide us through the technologies described in this policy. Below are the tools available that allow you to control all or part of the information collected by these technologies:

We strive to provide you with choices regarding the information you provide to us. Below are the tools available that allow you to control all or part of the information collected from you as you interact with our Services:

- **33Across.** [Click here](#) to opt-out of 33Across tracking through the Network Advertising Initiative (NAI) opt-out page.
- **Amazon Publisher Services.** [Click here](#) to learn how to opt-out of Amazon advertising.
- **AppNexus.** [Click here](#) to learn how to opt-out out of AppNexus tracking.
- **bRealtime (EMX).** [Click here](#) to opt-out of EMX tracking through the Digital Advertising Alliance (DAA) opt-out page.
- **Cloudflare.** [Click here](#) to opt-out of Cloudflare tracking through the Network Advertising Initiative (NAI) opt-out page.
- **Cookies.** Generally speaking, you can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. Please visit your browser's website for more information. If you disable or refuse cookies, please note that some parts of our Services may then be inaccessible or will not function properly, or your opt-out choices will not work.
- **DistrictM.** [Click here](#) to opt-out of DistrictM tracking.
- **Electronic Messages Opt-Out.** If you no longer want us to send you electronic messages related to our business or Services, you can opt-out by clicking the unsubscribe link found at the bottom of each electronic message we send to you. You can also email us at [privacy@grizly.com](mailto:privacy@grizly.com) and we will remove you from our electronic message mailing list. Your opt-out request will be processed within a commercially reasonable period of time.
- **Facebook** – If you do not want Facebook to collect your data or to share your data with us, there are several things you can do to control and/or limit what data is collected:
  - do not login to our Services with your Facebook login,
  - [click here](#), and then set your “Ad settings” to “Not allowed,”

- go to the “Apps and Websites” setting within your Facebook account and remove our Services from your list of “Active Apps and Websites” and/or limit the information we can receive,
  - [click here](#) and opt-out of Facebook tracking,
  - if you are in the European Economic Area or United Kingdom, [click here](#), select your location, and opt-out of Facebook tracking,
  - on your Apple device, go to “Settings,” then “Privacy,” then “Advertising,” and select “Limit Ad Tracking,” or
  - on your Android device, go to the “Settings” menu, then select the “Google” option, from there select “Ads”, then enable the toggle switch next to “Opt out of Ads Personalization.”
- **Google Advertising.** To control Google’s ad personalization, [click here](#).
  - **Google Analytics.** If you want to control the data collected by Google Analytics you can get the Google Analytics Opt-out Browser Add-On [here](#). It is available for Microsoft Internet Explorer 11, Google Chrome, Mozilla Firefox, Apple Safari, and Opera.
  - **GumGum.** [Click here](#) to learn how to opt-out of GumGum’s targeted ad program.
  - **Index Exchange.** [Click here](#) to opt-out of Index Exchange tracking through the Network Advertising Initiative (NAI) opt-out page.
  - **Oath Analytics.** To opt-out of Oath interest-based advertising tracking, [click here](#) to opt-out through Digital Advertising Alliance (DAA) or [here](#) to opt-out through Network Advertising Initiative (NAI).
  - **OpenX Ad Exchange.** To opt-out of OpenX Ad Exchange interest-based advertising tracking, non-European Economic Area users, [click here](#), and European Economic Area and UK users, [click here](#) and select your location.
  - **Rubicon Project.** To opt-out of Rubicon Project tracking, [click here](#), and update your preferences at the bottom of that page.
  - **Sovrn.** [Click here](#) to opt-out of Sovrn tracking through the Digital Advertising Alliance (DAA) opt-out page.
  - **Taboola.** To learn more about opting-out of Taboola tracking, [click here](#) and search for “opting out,” or [click here](#) to opt-out of Taboola tracking through the Network Advertising Initiative (NAI) opt-out page.
  - **Twitter Ad Conversation Tracking.** To opt-out of Twitter interest-based advertising tracking, [click here](#).

Please note that in order for your opt-out choices to be effective using these tools, you must ensure that your browser is set to accept third-party cookies such as the OpenX opt-out cookie. Some browsers block third-party cookies by default, so you may need to change your browser settings to accept third-party cookies before opting out.

If you have any questions or concerns about opt-out, please contact us at [privacy@brainsword.com](mailto:privacy@brainsword.com).

## UPDATES AND CHANGES TO OUR COOKIE POLICY

We reserve the right to add to, change, update or modify this Cookie Policy at any time by posting revisions, updates or modification on the [www.brainsword.com](http://www.brainsword.com) website. Any such changes will be effective immediately upon posting.

## CONTACT US

If you have any questions about this Cookie Policy, please contact us by email at [privacy@brainsword.com](mailto:privacy@brainsword.com).