

Cookie Notice

EFFECTIVE DATE: 8/15/2022

This Cookie Statement explains how Project 1972, Inc. (d/b/a/ Chief) and our subsidiaries and affiliates (collectively, “**Chief**”, “**we**”, “**us**”, and “**ours**”) use cookies and similar technologies to recognize you when you visit our websites at chief.com (“**Websites**”). It explains what these technologies are and why we use them, as well as your rights to control our use of them. Any terms we use in this Cookie Notice without defining them have the definitions given to them in the [Terms of Service](#). If you have any questions, feel free to contact us at hello@chief.com.

What are cookies?

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs, mobile identifiers, and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser and tell us how and when you visit and use our Services. Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, Chief) are called “first party cookies”. Cookies set by parties other than the website owner are called “third party cookies”. Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

How do we use cookies and similar technologies?

The Services use Cookies to enable our servers to recognize your web browser and tell us how and when you visit and use our Services, to analyze trends, learn about our user base, and operate and improve our Services. For example, we use Cookies to tailor the Services by tracking navigation habits, measuring performance, customizing user experiences with the Services and for analytics and fraud prevention. We may also supplement the information we collect from you with information received from third parties, including information collected using Third Party Cookies.

We use the following types of Cookies:

Essential Cookies. Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.

Functional Cookies. Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our

Services. These Cookies help us to personalize our content for you and remember your preferences.

Performance/Analytical Cookies. Performance/Analytical Cookies allow us to understand how visitors use our Services such as by collecting information about the number of visitors to the Services, what pages visitors view on our Services, how long visitors are viewing pages on the Services, mouse clicks, mouse movements, scrolling activity, and text typed into the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services' content for those who engage with our advertising. For example, Google Inc. ("Google") uses cookies in connection with its Google Analytics services. Google's ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google's use of cookies by visiting the Google advertising opt-out page at www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.

Retargeting/Advertising Cookies. Retargeting/Advertising Cookies collect information about your browsing habits in order to make advertising relevant to you and your interests. They remember the websites you have visited and that information is shared with other parties such as advertising technology service providers and advertisers.

In some cases, we may use Cookies to collect Personal Data or to collect information that becomes Personal Data if we combine it with other information. For more information about how we process your Personal Data, please read our [Privacy Policy](#).

What cookies do we serve through our technologies?

The specific Cookies served through our Services, and the purposes they perform, are described below:

Essential Cookies

| Cookie name | Who serves this Cookie | Description | Duration |
|--------------------|-------------------------------|---|-----------------|
| __cf_bm | Chief | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 Day |
| BIGipServer# | Chief | Used to distribute traffic to the website on several servers in order to optimize response times. | Session |
| cookies.js_dtest | Parse.ly | This cookie determines whether the browser accepts cookies. | Session |

| Cookie name | Who serves this Cookie | Description | Duration |
|-------------|------------------------|---|----------|
| li_gc | LinkedIn | This cookie stores the user's cookie consent state for the current domain | 2 Years |

Functional Cookies

| Cookie name | Who serves this Cookie | Description | Duration |
|-------------|------------------------|---|----------|
| @@scroll# | Chief | This cookie is used to store a user's position on the page. | Session |
| lang | LinkedIn | Remembers the user's selected language version of a website | Session |

Performance/Analytical Cookies

| Cookie name | Who serves this Cookie | Description | Duration |
|-----------------------|------------------------|---|------------|
| _ga | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 Years |
| _gat | Google | This cookie is used by Google Analytics to throttle request rate. | 1 Day |
| _gid | Google | This cookie registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 1 Day |
| ajs_anonymous_id | Segment.io | This cookie is used to identify a specific visitor - this information is used to identify the number of specific visitors on a website. | 1 Year |
| ajs_anonymous_id | Chief | This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice. | Persistent |
| AnalyticsSync History | LinkedIn | This cookie is used in connection with data-synchronization with third-party analytics service. | 30 Days |
| Plogger | Parse.ly | Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | Session |

| Cookie name | Who serves this Cookie | Description | Duration |
|-------------------|------------------------|---|------------|
| __tld__ | Segment.io | Used to track site usage for internal analytics. | Session |
| ajs_user_id | Segment.io | Used to track page views for internal analytics. | Persistent |
| _parse.ly_visitor | Parse.ly | This cookie is used to track editorial page view analytics. | 13 Months |

Retargeting/Advertising Cookies

| Cookie name | Who serves this Cookie | Description | Duration |
|------------------|------------------------|---|----------|
| bcookie | LinkedIn | This cookie is used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 Years |
| lang | LinkedIn | This cookie is used by LinkedIn when a webpage contains an embedded "Follow us" panel. | Session |
| lidc | LinkedIn | This cookie is used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 Day |
| UserMatchHistory | LinkedIn | This cookie ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor. | 30 Days |

How can I control cookies and other technologies?

You have rights and controls when it comes to managing cookies. Some cookies are essential and we cannot provide our service to you without them, but there are others that can be turned off. Please note that turning off certain cookies will disable some of the features available to you. Therefore, we cannot guarantee that your experience will be as good as it could otherwise be.

Browser Controls: You can decide whether or not to accept Cookies through your internet browser's settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You may also be able to reject mobile device identifiers by activating the appropriate setting on your mobile device. You can also delete all Cookies that are already on your device. Although you are not required to accept Chief's Cookies, if you block, reject, or delete them, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you, look in the "preferences" or "options" section of your browser's menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/> or <https://ico.org.uk/for-the-public/online/cookies/>.

Do Not Track: Your browser may offer you a "Do Not Track" option, which allows you to signal to operators of websites and web applications and services that you do not wish such operators to track certain of your online activities over time and across different websites. Not all browsers offer a Do Not Track option and there is currently no industry consensus as to what constitutes a Do Not Track signal. For these reasons, our Services, like many web service site operators, do not support Do Not Track requests at this time. To find out more about Do Not Track, you can visit www.allaboutdnt.com.

Use your mobile device settings to control how data about your use of applications is used for purposes of showing ads that are targeted to your interests. For example, on your iOS device, enable the "Limit Ad Tracking" setting, and on your Android device, enable the "Opt Out of Ads Personalization" or "Opt Out of Interest-Based Ads" setting.

Third Party Cookies: In addition to managing cookies through the methods described above, you can also opt out of certain third party cookies. For example, we use Google Analytics to help us understand how people use our Services. The reports disclose website trends without identifying individual users. You can opt out of these cookies without affecting your use of the Services. For more information on Google Analytics, see [here](#). If you do not want Google Analytics to be used in your browser, you can also install the [Google Analytics browser add-on](#). In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

Changes to this Cookie Notice

We may need to change this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please revisit this Cookie Notice regularly to stay informed about our use of cookies and related technologies. If you use the Services after any changes to the Cookie Notice have been posted, then your use of the Services is subject to the Cookie Notice in effect at the time.

Contact information

If you have any questions/comments about this Cookie Notice, the ways in which we use cookies and other technologies, please do not hesitate to contact us at:

Email: privacy@chief.com.

By registered mail:
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13 E 19th Street
New York, NY 10003

In the UK, by registered mail:
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22 Bedford Square, London WC1B 3HH, UK