

# Cookie Notice

Additional Information on our use of cookies and other similar technologies.

[Manage Preferences](#)

## Overview

This Cookie Notice supplements our Privacy Policy.

Our online services (*e.g.*, this website) are designed to provide you with important information about our business offerings. To provide these services, we use cookies and similar tools, such as pixel tags (also known as clear GIFs, web bugs, or web beacons) (collectively “Tracking Technologies”), that automatically collect certain information about your equipment, browsing actions, and patterns when you use our online services. This Cookie Notice (“Notice”) describes our use of tracking technologies.

We may collect information such as websites you visited before browsing the website, pages you viewed on the website, number of times you accessed the website, how long you spent on the website, and other web traffic data. We use this information to personalize your experience on the websites or with our company, customize promotional material, and/or to improve the security, design, and/or function of our online services. Please note that we also engage in cross-context behavioral advertising to generate advertisements that are tailored to your interests.

## Cookies

Cookies are small text files that websites send to your computer or device to uniquely identify your browser or mobile device or to store information in your browser setting. We use cookies for a variety of reasons, including to offer and provide our services, understand usage, and customize advertising. You can disable cookies through your browser settings, but some features of our services may not work properly without cookies enabled.

We also use third-party cookies, which are cookies from a domain different than the domain of the website you are visiting, for our advertising and marketing efforts.

## Your Cookie Choices

You do not have to accept all of the cookies used by our website. If you reject certain cookies, however, you may not be able to use some of the features of this website. Others enhance the functionality, and if you reject those cookies, you may not be able to use some of the features of this website. The types of cookies that we use on our website are set out below. Your browser may be configured to allow you to refuse or delete cookies or to be notified when a cookie is stored on your device. To change your web browser settings for cookies, you can

follow the instructions in the help section of your web browser or visit [allaboutcookies.org](http://allaboutcookies.org). You will also find information about how to disable specific cookies by using our “Manage Preferences” link.

## **Changes to Our Cookie Uses**

We will post any changes to the way we use cookies on this page and indicate on our website that we updated this cookie policy. If the changes materially alter how we use cookies, we will post a notice on our website and request your informed consent for the materially different use. Please check back frequently to see any updates or changes to our cookie use policy.

Last modified: April 23, 2024

## **Contact Information**

Please submit any questions, comments, or requests regarding this Cookie Notice to [privacy@mbk.com](mailto:privacy@mbk.com).

## **Types of Cookies We Use**

We use the following types of cookies. To see what each of these cookies do, view our Manage Preferences module.

- **Strictly Necessary**

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.

- **Performance and Analytics**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

- **Performance**

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, some or all of these services may not function properly.

- **Targeting/Advertising**

These cookies allow us to generate promotional material and advertisements that are tailored to you. For example, these cookies help us know what pages you visit and how you interact with our website, so we can send relevant and customized promotional materials to you. These cookies may be set through our site by our advertising partners. Sometimes, we may share limited information with our third-party advertising partners through cross-context behavioral advertising to provide advertisements that are based on your specific interests. Some information gathered through these cookies may be used by companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. To stop the sharing of your personal information for this purpose, opt-out of these cookies.

### **Google Analytics**

Our website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics works using cookies. Google Analytics cookies collect your IP address; however, because IP anonymization is used on this website, your IP address will be shortened (and therefore anonymized) as soon as technically possible and before it is stored or otherwise used in connection with Google Analytics. We use the information collected by Google Analytics cookies to find out about how visitors use our website. Google will not combine the IP address sent by your browser in connection with Google Analytics with other data. You can prevent Google Analytics cookies from being stored by setting your browser software accordingly. You can also opt-out of Google Analytics by downloading and installing the browser plug-in available at <https://tools.google.com/dlpage/gaoptout>. You can also learn more about Google Analytics privacy through this link.

### **Other Information**

Any personal data that we collect from the application of cookies are stored on servers that are hosted by our third-party provider in the United States. The international transfer of this data is subject to the EU Commission approved Standard Contractual Clauses and a data processor agreement with the vendor. We retain personal data collected by means of cookies needed for personalized services where you have consented to the use of cookies for those purposes, and otherwise only for as long as necessary to aggregate personal data that we use for website performance and audience measurement.

### **Questions?**

Email us at: [privacy@mbk.com](mailto:privacy@mbk.com)