5.0 KLYP COOKIE POLICY

Effective September 25, 2020

KLYP uses cookies and related technologies to provide, protect, and improve your KLYP experience. This policy explains how and why we use these technologies and the choices you have. This Cookie policy is a part of the [KLYP Terms of Service](#).

5.1 COOKIES WHAT AND WHY?

A cookie is a small data file saved on your device (e.g. your phone or your computer) to help you get a better experience. For example, cookies allow KLYP to:

> Recognize you on your browser,

> Store your preferences.

Two types of cookies are used on KLYP:

- "Session cookies" help retain information from your current session and expire once you exit the session.
- "Persistent cookies." remain on your device after you close the app or browser and can be used again to allow KLYP to maintain your settings and preferences as you tailor KLYP for you.

We may also use other technologies with similar functionality to cookies, like web beacons, pixels, mobile identifiers, and tracking URLs, to obtain Log Data (as described in the Privacy Policy). For example, our email messages may contain web beacons and tracking URLs to determine whether you have opened a certain message or accessed a certain link.

5.2 WHY KLYP USES THESE TECHNOLOGIES

We use these technologies for a number of purposes, such as:

- To enable you to use and access the KLYP Platform and KLYP Payment Services.
- To reduce potential fraud.
- To enable, facilitate and streamline the functioning of and your access to the KLYP Platform.
- To better understand how you navigate through and interact with KLYP and to improve the KLYP Platform.
- To serve you tailored recommendations in KLYP.
- To show you content (e.g., posts or advertisements) that is relevant to you.
- To monitor and analyze the performance, operation, and effectiveness of KLYP and KLYP advertisements and special offers.

- To enforce legal agreements that govern the use of KLYP.
- For fraud detection and prevention, trust and safety, and investigations.
- For purposes of our own customer support, analytics, research, product development, and regulatory compliance.

5.3 COOKIES

When you use KLYP's websites/applications we may store cookies on your device. Cookies are small text files stored on your computer or other Internet-connected device to uniquely identify your browser or to store information or settings in your browser or for the application.

Cookies allow KLYP to recognize you when you return. They also help us provide you a customized experience and can protect and prevent certain kinds of fraud. In many cases you can manage cookie preferences and opt-out of having cookies and other data collection technologies used by adjusting your browser settings. Browsers handle these differently so visit your browsers "help" section to learn about cookie preferences and other available privacy settings.

Please note that choosing to remove or reject cookies or clear local storage will likely decrease the features, ease of use, and functionality of KLYP.

KLYP encrypts personal data between your device and us, including when it is stored on our servers to prevent unauthorized access of your information.

5.4 FLASH COOKIES (KLYP DOES NOT USE.)

KLYP does not use "Flash Cookies" in order to reduce your privacy risk.

5.5 PHYSICAL LOCATION

We collect your device's physical location by, for example, using cell phone tower, or WiFi signals to provide location-based services and content. You may disable some location data through your device or browser settings, e.g. by disabling "Location Services" for the KLYP App for iOS privacy settings. Location data is also used for fraud prevention. Doing this may harm the search results in KLYP.

5.6 PIXEL TAGS AND WEB BEACONS

Pixel tags and web beacons are tiny graphic images and small blocks of code placed on web pages, in ads, or within emails that allow KLYP to determine whether you performed a specific action. When you access these pages, or when you open an email, the pixel tags and web beacons let us know you have accessed the web page or opened the email. These tools help us measure response to our communications and improve our web pages and promotions and email contacts.

5.7. SERVER LOGS AND OTHER TECHNOLOGIES

We collect different types of information from server logs and other technologies. For example, we collect information about the device you use to access KLYP, your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. Our server logs also record the IP address of the device you use to connect to the Internet. An IP address is a unique identifier that devices require to identify and communicate with each other on the Internet. We may also collect information about the website you were visiting before you came to our website and the website you visit after you leave our site. These tools help us improve user experience and deliver our services.

5.8 DEVICE INFORMATION

We may use device-related information to authenticate users. For example, we may use your IP address, browser information, or other data provided by your browser or device to identify the device being used to access KLYP. We may also use these device related techniques for associating you with different devices that you may use to access our content including for fraud-protection purposes and to better deliver content.

5.9 THIRD PARTIES

We may also allow isolated business partners to use these technologies in KLYP (without access to your personal information) to (1) help us analyze how you use KLYP, such as by noting the third party services from which you arrived, (2) market and advertise KLYP services to you on KLYP and third party websites, (3) help us detect or prevent fraud or conduct risk assessments, or (4) collect information about your activities on KLYP, other sites, and/or the ads you have clicked on. For example, to help us better understand how people use KLYP, we may work with a number of analytics partners, including Google Analytics.

To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser add-on by clicking here. Third parties may also use such tracking technologies to serve ads that are more likely to be of interest to you and measure ads effectiveness on KLYP as well on other websites and online services. Targeting and advertising cookies we use may include Google, and other advertising networks and services we use from time to time.

For more information about targeting and advertising cookies and how you can opt out, you can visit the Network Advertising Initiative's opt-out page, the Digital Advertising Alliance, or http://youronlinechoices.eu. (Links valid at time of creation.)

To learn how to opt out of Google Analytics for display ads or customize Google display network ads, you can search for and visit Google Ads Settings.

To the extent advertising technology is integrated into KLYP and you opt-out of tailored advertising, you may still receive advertising content: the advertising content will not be

tailored to your interests. Also, KLYP does not control any of these opt-out links and are not responsible for the availability or accuracy of these mechanisms.

5.10 THIRD PARTY SOCIAL PLUGINS

KLYP may use social plugins provided and operated by third parties, such as Facebook's Like Button. As a result, you may send to the third-party information on what you view on KLYP. If you are not signed into your account with those third-parties, then the third party may not know your identity. If you are signed into your third-party account, the third party may be able to link information or actions about your interactions with KLYP to your account with them. Please refer to the third party's privacy policies to learn more about their data practices.

5.11 YOUR CHOICES

While most browsers automatically accept cookies, you can modify your browser setting to decline cookies. To learn how, search the Help option of your browsers'.

Flash cookies operate differently compared to browser cookies, and browser cookie management tools will not affect flash cookies. To learn how to manage flash cookies visit the Adobe website and make changes on your "Flash Global Privacy Settings Panel."

Mobile devices generally allow you to control cookies in the settings. Refer to your device manufacturer's instructions for more information. If you choose to decline cookies, some parts of KLYP may not work as well or may not work at all.

5.12 QUESTIONS?

We are not able to provide answers for third-party sites or companies, but can help with questions about KLYP.

Please reach out with any questions to:

Via Email:
SolutionCenter@klypme.com
Please include Cookies in the subject line.

Via Mail:
KLYP, Inc – Cookies
P.O. Box 661
Salt Lake City, UT 84110