

# GDPR Cookie Policy

**Policy Owner:** Kunal Gupta

**Effective Date:** Mar 25, 2024

## 1. Application

This policy applies to all employees, contractors, and vendors while doing business with PeerDB, Inc and others who have access to European Union (EU) and the European Economic Area (EEA) data subject information (“personal data”) in connection with PeerDB, Inc’s operating activities.

## 2. Policy

PeerDB, Inc believes in transparency about collection and use of data. This policy provides information about how and when PeerDB, Inc uses cookies for these purposes. Capitalized terms used in this policy but not defined have the meaning set forth in our Privacy Policy, which also includes additional details about the collection and use of information at PeerDB, Inc.

### What is a cookie?

Cookies are small text files sent by us to your computer or mobile device, which enable PeerDB, Inc features and functionality. They are unique to your account or your browser. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire.

### Does PeerDB, Inc use cookies?

Yes. PeerDB, Inc uses cookies and similar technologies like single-pixel gifs and web beacons. PeerDB, Inc uses both session-based and persistent cookies. PeerDB, Inc sets and accesses cookies on the domains operated by PeerDB, Inc and its corporate affiliates (collectively, the “Sites”). In addition, PeerDB, Inc uses third party cookies, like Google Analytics.

### How is PeerDB, Inc using cookies?

Some cookies are associated with your account and personal information to remember that you are logged in and which workspaces you are logged into. Other cookies are not tied to your account but are unique and allow us to carry out analytics and customization, among other similar things. Cookies can be used to recognize you when you visit a Site or use our Services, remember your preferences, and give you a personalized experience that is consistent with your settings. Cookies also make your interactions faster and more secure. Visit our “Cookies Tables” (in Appendix A) to learn more.

### Categories of use

- **Authentication:** If you're signed into the Services, cookies help PeerDB, Inc show you the right information and personalize your experience.
- **Security:** PeerDB, Inc uses cookies to enable and support security features, and to help detect malicious activity.
- **Preferences, features, and services:** Cookies denote which language you prefer and what your communications preferences are. They can help fill out forms on our Sites more easily. They also provide you with features, insights, and customized content.
- **Marketing:** PeerDB, Inc may use cookies to help deliver marketing campaigns and track their performance (e.g., a user visited peerdb.io or app.peerdb.cloud and then made a purchase). Similarly, PeerDB, Inc’s partners may use cookies to provide us with information about your interactions with their services, but use of those third-party cookies would be subject to the service

provider's policies.

- **Performance, Analytics, and Research:** Cookies help PeerDB, Inc learn how well the Sites and Services perform. PeerDB, Inc also uses cookies to understand, improve, and research products, features, and services, including to create logs and record when you access our Sites and Services from different devices, such as your work computer or your mobile device.

#### **What third-party cookies does PeerDB, Inc use?**

You can find a list of the third-party cookies that PeerDB, Inc uses on our sites along with other relevant information in the "Cookies Tables". PeerDB, Inc does its best to keep this table updated, but please note that the number and names of cookies, pixels, and other technologies may change from time to time.

#### **How are cookies used for advertising purposes?**

Cookies and other ad technology such as beacons, pixels, and tags help PeerDB, Inc market more effectively to users that may be interested in the Services. They also help with aggregated auditing, research, and reporting.

#### **What can you do if you don't want cookies to be set or want them to be removed?**

You have the option to disable and delete cookies that may not be necessary for the basic functionality of our website. Please note, blocking categories may impact your experience on our website. You may access the Cookie Manager at any time at the bottom of our website.

#### **Does PeerDB, Inc respond to Do Not Track Signals?**

The Sites and Services do not collect personal information about your online activities over time and across third-party websites or online services. Therefore, "do not track" signals transmitted from web browsers do not apply to the Sites or Services, and PeerDB, Inc does not alter any data collection and use practices upon receipt of such a signal.

# Appendix A: Cookie Tables

## Strictly Necessary Cookies

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 that will cause some parts of the site to not work. These cookies do not store any personally identifiable information.

Company	Domain	Cookies used
PeerDB, Inc	peerdb.io, blog.peerdb.io, assets.peerdb.io, trust.peerdb.io (Session, Preferences)	First party
PeerDB, Inc	peerdb.cloud, app.peerdb.cloud, auth.peerdb.cloud (Session)	First party
Atlas	atlas.so	Third party
PropelAuth	propelauth.com (Session)	Third Party

## Performance/Analytics Cookies

These cookies (PeerDB, Inc uses Google Analytics) allows 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.

To view an overview of the privacy of your Google Analytics cookies please go here: <https://support.google.com/analytics/answer/6004245>.

You may install a Google Analytics opt-out browser add-on by going here: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Company	Domain	Cookies used
Google Inc.	www.google-analytics.com	Third Party

## Marketing Cookies

We also use a marketing database management program (Clearbit) that deploys a cookie when a user interacts with marketing communications, such as a marketing email or a marketing-based landing page on our website. This cookie collects personal information such as your name, which pages you visit on our website, how you arrived at our website, and your purchases from the PeerDB, Inc. Collected information is used to evaluate the effectiveness of our marketing campaigns or to provide better targeting for marketing. From time to time, cookies set by third parties find their way into this “Marketing” category, but the PeerDB, Inc does not always have control over those cookies and does not share personal data with those third parties.

Company	Domain	Cookies used
Clearbit	clearbit.com	Third Party

### Third Party Website Cookies

When using our website, you may be directed to other websites for such activities as surveys, to make payment, for job applications, and to view content hosted on those sites such as an embedded video or news article. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

### How To Control and Delete Cookies

#### 1. Using Your Browser

Many of the cookies used on our website and through emails can be enabled or disabled through our consent tool or by disabling the cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the “Help,” “Tools” or “Edit” menus in your browser. Please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

#### 2. Cookies Set in the Past

Collection of your data from our analytics cookies can be deleted. If cookies are deleted, the information collected prior to the preference change may still be used. However, we will stop using the disabled cookie to collect any further information from your user experience. For our marketing cookie, when a user opts out of tracking, a new cookie is placed to prevent users from being tracked.

## Version History

Version	Date	Description	Author	Approved by
1.0	Mar 25, 2024	Initial policy	Kunal Gupta	Kaushik Iska