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# I-CAR® Ad and Cookie Policy

## We use common tracking technologies.

We collect personal information about users over time and across different websites when you use our website or service. We also have third parties that collect personal information this way. To do this, we use several common tracking tools. Our vendors may also use these tools. These may include browser cookies. We may also use web beacons, flash cookies, and similar technologies.

We use tracking technologies for a variety of reasons.

We use tracking tools, including cookies, on our websites. Cookies are small files that download when you access certain websites. To learn more, visit [here](#) or [here](#). These pages also explain how you can manage and delete cookies. We use tracking tools:

- To recognize new or past users.
- To store your password if you are registered on our site.
- To improve our websites.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
- To observe your behaviors and browsing activities over time across multiple websites or other platforms.
- To better understand the interests of our customers and our website visitors.

## We engage in interest-based advertising.

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms. These platforms might include apps.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might be served on websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products. Where legally required, we get consent to engage in interest-based advertising.



## How do we gather relevant information about you for interest-based advertising?

To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others.

We work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

## You can control tracking tools.

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit [here](#). To control flash cookies, which we may use on certain websites from time to time, you can go [here](#). Why? Because flash cookies cannot be controlled through your browser settings.

**Our Do Not Track Policy: Some websites have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.** If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Options you select are browser and device specific.

## You can opt-out of online behavioral advertising.

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt-out of having your online behavior collected for advertising purposes, click [here](#).

Choices you make are both browser and device-specific.

## We use specific tracking technologies.

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Here is more information about the tracking technologies and cookies we currently use on our websites. We use all of these tracking technologies to improve our site and the experience of our visitors:

- **DoubleClick** - Floodlights allow us to capture and report on the actions of users who visit our website after viewing or clicking on one of our paid search ads. This allows us to determine the effectiveness of our online campaigns in terms of both sales and user activity on our sites.
- **Dstillery**- Dstillery is used to measure the effectiveness of our advertising. It also helps us target advertising and promotions to your interests.
- **Facebook Custom Audience** - We use Facebook Custom Audience to deliver ads on Facebook to a certain group of users.
- **Facebook Pixel** - Facebook Pixel tracks actions taken on our website, such as a purchase. This gauges the accuracy of our Facebook advertising and helps us deliver ads to people who are more likely to take certain actions. This is called conversion optimization.
- **Google AdSense** - Google AdSense is a tool that allows us to display advertisements to you based on your interests. We or our business partners earn money when you view or click on the advertisements.
- **Google AJAX Search API** - Google AJAX Search API allows us to add use a dynamic search box on our site and allows us to build powerful web apps on top of Google search.
- **Google Analytics** - We use Google Analytics to collect information about how visitors use our website. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website.
- **Google Tag Manager** - We use Google Tag Manager in order to track user behavior, traffic analysis and marketing optimization.
- **New Relic** - This cookie is used to track user sessions on our websites and is only used in browsers that do not support the Navigation Timing API. For information on how to opt-out of New Relic cookies, you can go [here](#).
- **Piwik Analytics** - We use Piwik Analytics to measure visits and to understand what kinds of keywords users search and downloads users make when they visit our sites. This helps us measure the effectiveness of our sites. For information on how to opt-out of Piwik Analytics cookies, you can go [here](#).
- **Sizmek DSP** - Sizmek DSP gathers information about your interests by tracking what websites you use and how you use them. We use this information to understand your interests. We may also use this information to target advertisements based on your interests.



- **X Advertising** - X is an online social networking service that enables users to send and read short messages. We use the Twitter cookies to enable social sharing buttons on our sites, as well as to track social media and other Web browsing behavior in order to target ads and promotions to your interests. For more information on how to opt-out of X cookies, you can go [here](#).
- **X Pixel** - A tool that tracks the actions of our users on our website after viewing or an engaging with our ads on Twitter.