

EFFECTIVE: October 28th, 2020

Cookie Preference

1. What is a Cookie?

Cookies are small bits of data we store on the device (computer, mobile phone, tablet or any other mobile device) that we can recognize repeat users of our services or websites (the Sites) provided by Eighty Twenty One Inc. and their affiliates (collectively “Polaris I/O”), except where otherwise noted. Each cookie expires after a certain period of time depending on what we use it for. Like most commercial websites we use cookies on Polaris I/O web pages. We use cookies for several reasons. Below we list and describe the various types of cookies we use on our site.

By using the Polaris I/O websites, you expressly consent to the use of cookies as described on this page as well as in our Privacy Statement. Please see below for details on each of the types of cookies we use.

2. What Cookies Do We Use?

Below we list the different types of cookies that may be used on the Sites. We have included below detailed lists of cookies used on each of our Sites to include information about type of cookie, expiry periods and links to third party sites where applicable.

The Sites use both 1st party cookies (which are set by the Sites being visited) and 3rd party cookies (which are set by a server located outside the domain of our Sites).

3. What are the types of data stored in Cookies

There is a variety of different types of information stored in cookies. Some cookies may hold just a specific type of data or the cookie may hold a hybrid set of data information listed below.

3.1 Required or Essential Cookies

Certain cookies are necessary in order for the Sites to operate correctly and remain secure. For example, we use cookies to authenticate you. When you log on to our websites, authentication cookies are set which let us know who you are during a browsing session. We have to load essential cookies for legitimate interests pursued by us in delivering our Sites essential functionality to you.

Examples:

Login session cookies

3.2 Functionality Cookies

These cookies are used to enable certain additional functionality on our websites, such as storing your preferences (e.g. username and language selection) and preventing users from taking the same health screening multiple times. This functionality improves user experience.

Examples:

Language session cookies

3.3 Preference Cookies

Preference cookies collect information about your choices and preferences, and allow us to remember language or other local settings and customize the Sites accordingly.

Examples:

Customizing content cookies

3.4 Social Media Cookies

Social media cookies collect information about social media usage.

Examples:

Facebook/LinkedIn using social media for behavioural advertising, analytics, advertising and market research

3.5 Analytics Cookies

Analytics cookies collect information about your use of the Sites, and enable us to improve the way it works or gather data on your interests on the Sites. For example, analytics cookies show us which are the most frequently visited pages on the Sites, help us record any difficulties you have with the Sites, and show us whether our advertising is effective or not. This allows us to see the overall patterns of usage on the Sites, rather than the usage of a single person. We use the information to analyse the Sites' traffic.

Examples:

Third party cookie: Optimizely/Google Analytics)

3.6 Targeting or advertising cookies

We may use cookies to market Polaris I/O services to you on third party websites. For example, if you visit our website, you may then see an advertisement for Polaris I/O services on certain third party websites you visit in the future. Information about this is described under the paragraph in our Privacy Statement which is entitled "Cookies."

We sometimes use cookies delivered by third parties to track the performance of our advertisements. For example, these cookies remember which browsers have visited our websites. The information provided to third parties does not include personal information, but this information may be re-associated with personal information after we receive it. This process helps us manage and track the effectiveness of our marketing efforts.

We also contract with third-party advertising networks that may collect IP addresses and other information from web beacons on our websites, emails, and on third-party websites. Ad networks follow your online activities over time by collecting website navigational information through automated means, including through the use of cookies. They use this information to provide advertisements about products and services that may be of interest to you. You may see these advertisements on other websites. This process also helps us manage and track the effectiveness of our marketing efforts.

Examples

Example of third party using targeting cookies: AdRoll/Google Analytics

4. How Do I Manage Cookies?

If you'd like to remove or disable cookies via your browser, you certainly can. You'll want to refer to your browser's configuration documentation to do this since the steps for doing so are usually browser-specific. One important note is that if you do go this route, this might adversely impact your ability to use our services effectively. Enabling cookies ensures a smoother experience when you use our site.

To learn more about how to disable cookies you can refer to this external website:

<https://www.aboutcookies.org/>

If you are a Polaris I/O customer and you separately use cookies or similar technologies on your site in conjunction with a Polaris I/O product, you are independently responsible for management of the data collected through those cookies and with compliance with all laws related to usage of these technologies.

5. Cookie Identification

Like most commercial websites, we use cookies. Cookies are small bits of data we store on the device (computer, mobile phone, tablet) that are referenced and updated as you access our services. Each cookie expires after a certain period of time depending on what we use it for.

Below we list and describe the types of cookies we use when you visit our website. For information about cookies we use refer to this Cookie Preference and our Privacy Statement.

You can clear or disable cookies in your browser. However, this might impact your ability to use the Polaris I/O platform effectively. Enabling cookies ensures a smoother user experience.

Here is a summary of the types of cookies we may use:

- **Required** - states that the cookie contains data that is necessary in order for a service to operate correctly. For example, we use cookies to authenticate you. When you log on to our websites, authentication cookies are set which let us know who you are during a browsing session.
- **Functionality** - states that the cookie contains data that is used to enable certain additional functionality on our websites, such as storing your preferences like username and language selection, and preventing users from taking the same health screening multiple times. This functionality improves the user experience. We sometimes test new or different features and content with subsets of users and use cookies to help us ensure that the users who are a part of an experiment have a consistent experience.
- **Optimization** - states that the cookie contains data that is used to collect information about how users interact with the platform services. We use the information to analyze how users use our services, detect problems with our services, and help us improve and refine our services and features. In addition, this data helps us to manage the traffic that comes to our website and provide you with quicker response times by distributing the traffic across our different servers, otherwise known as load balancing.
- **Performance** - states that the cookie contains information in a pseudonymous form and allows us to determine information such as the number of visitors to a webpage, how visitors came to the website, and the pages they visited.
- **Targeting or Advertising Cookies** - We never use these types of cookies to deliver third-party advertising on our webpages or platform.

5.1 List of Cookies Used on Platform

Cookie Name:	auth.polarisIO.com
Category of use:	Required; Functionality;
Host:	polarisIO.com
Expiry:	No expiration
Description:	Used to hold login identity and session identity information managed by AWS Cognito service