



## Cookies Policy

We use in our site [www.playermaker.com/](http://www.playermaker.com/) ("Site") cookies and similar files or technologies to automatically collect and store information about your computer, device, and Site usage, in order to improve their performance and enhance your user experience. We use the general term "**cookies**" in this policy to refer to these technologies and all such similar technologies that collect information automatically when you are using our Site where this policy is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie policy or by changing your browser settings so that cookies from this Site cannot be placed on your computer or mobile device. Important: disabling cookies on this Site may seriously cripple the user experience and other features on the Site, to the point of rendering them useless.

In this Cookies Policy, we use the term Motionize and/or playmaker (and "**we**", "**us**" and "**our**") to refer to Motionize Israel Ltd. Our Privacy Policy is available at [www.playermaker.com/](http://www.playermaker.com/).

### What is a cookie?

Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Site before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, performance / analytics, marketing, and social media purposes. The third-party cookies are outside of our control. The third parties may, at any time, change their terms of service, purpose and use of cookies, etc. See below additional information on how to manage such cookies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

### Web beacons:



Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our website. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third party website, to improve website performance and to measure the success of email marketing campaigns. In most instances, these technologies are reliant on cookies to function, and therefore declining cookies prevents them from functioning.

If you don't want your cookie information to be associated with your visits to these pages, you can set your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Site; however, they will not be associated with information otherwise stored in cookies.

### **Targeted advertising**

Third parties may drop cookies on your computer or mobile device to serve advertising through our website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

### **How do we use cookies?**

We use cookies to:

- track traffic flow and patterns of travel in connection with our Site;
- understand the total number of visitors to our Sites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;
- monitor the performance of our Site and to continually improve it; and
- customize and enhance your online experience.

### **What types of cookies do we use?**

The types of cookies used by us in connection with the Site can be considered 'essential website cookies', 'functionality cookies', 'analytics and performance cookies', 'marketing', 'unclassified', and 'other technologies'. We've set out some further information below, and the purposes of the cookies we set in the following sections.

#### **1. Cookies necessary for essential website purposes**



These cookies are essential to provide you with services available through this Site and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

- **Cookie name:** cfduid; **Source:** addtoany.com; **Expiry:** 1 year; **Purpose:** Used by the content network, Cloud flare, to identify trusted web traffic.

**Cookie name:** lang; **Source:** ads.linkedin.com; **Expiry:** Session; **Purpose:** Remembers the user's selected language version of a website.

## 2. Performance / Analytics Cookies

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. For example, these cookies allow us to:

- Better understand our website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Site visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the website;
- Improve the website by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

- **Cookie name:** \_ga; **Source:** Playermaker.com; **Expiry:** 2 years; **Purpose:** Registers a unique ID that is used to generate statistical data on how the visitor uses the website. **Cookie name:** \_gat; **Source:** Playermaker.com; **Expiry:** 1 day; **Purpose:** Used by Google Analytics to throttle request rate.

- **Cookie name:** \_gid; **Source:** Playermaker.com; **Expiry:** 1 day; **Purpose:** Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

- **Cookie name:** uvc; **Source:** Addtoany.com; **Expiry:** 1 day; **Purpose:** Updates the counter for the web site's social sharing features.

- **Cookie name:** personalization\_id; **Source:** twitter.com; **Expiry:** 2 years; **Purpose:** This cookie is set by Twitter – The cookie allows the visitor to share content from the website onto their Twitter profile.

## 3. Marketing

We use marketing cookies to deliver many types of targeted digital marketing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. The cookie store user data and behavior information, which allows advertising services to target audience according to variables. For example, these cookies allow us to:

- Observe the site performance and generate retargeting (Site retargeting, search retargeting, etc).
- Maintain and improve the website and our products



- **Cookie name:** r/collect; **Source:** doubleclick.net; **Expiry:** Session; **Purpose:** This cookie is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.
- **Cookie name:** \_ptq.gif; **Source:** hubspot.com; **Expiry:** Session; **Purpose:** Sends data to the marketing platform Hubspot about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
- **Cookie name:** \_fbp; **Source:** playermaker.com; **Expiry:** 3 months; **Purpose:** Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
- **Cookie name:** \_gcl\_au; **Source:** playermaker.com; **Expiry:** 3 months; **Purpose:** Used by Google Ad Sense for experimenting with advertisement efficiency across websites using their services.
- **Cookie name:** ads/ga-audiences; **Source:** google.com; **Expiry:** Session; **Purpose:** Used by Google Ad Words to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.
- **Cookie name:** bcookie; **Source:** linkedin.com; **Expiry:** 2 years; **Purpose:** Used by the social networking service, LinkedIn, for tracking the use of embedded services.
- **Cookie name:** bscookie; **Source:** linkedin.com; **Expiry:** 2 years; **Purpose:** Used by the social networking service, LinkedIn, for tracking the use of embedded services.
- **Cookie name:** d/px; **Source:** adsymptotic.com; **Expiry:** Session; **Purpose:** Collects data on visitors' preferences and behavior on the website – This information is used make content and advertisement more relevant to the specific visitor.
- **Cookie name:** embed/v3/counters.gif; **Source:** forms.hsforms.com; **Expiry:** Session; **Purpose:** Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign-platform used by website owners for promoting events or products.
- **Cookie name:** fr; **Source:** facebook.com; **Expiry:** 3 months; **Purpose:** Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
- **Cookie name:** i/adsct; **Source:** t.co; **Expiry:** Session; **Purpose:** The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through twitter advertisement content.
- **Cookie name:** IDE; **Source:** doubleclick.net; **Expiry:** 1 year; **Purpose:** Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
- **Cookie name:** lang; **Source:** linkedin.com; **Expiry:** Session; **Purpose:** Set by LinkedIn when a web page contains an embedded "Follow us" panel.
- **Cookie name:** li\_sugr; **Source:** linkedin.com; **Expiry:** 3 months; **Purpose:** Collects data on user behavior and interaction in order to optimize the website and make advertisement on



the website more relevant.

- **Cookie name:** lidc; **Source:** linkedin.com; **Expiry:** 1 day; **Purpose:** Used by the social networking service, LinkedIn, for tracking the use of embedded services.
- **Cookie name:** lissc; **Source:** linkedin.com; **Expiry:** 1 year; **Purpose:** Used by the social networking service, LinkedIn, for tracking the use of embedded services.
- **Cookie name:** test\_cookie; **Source:** doubleclick.net; **Expiry:** 1 day; **Purpose:** Used to check if the user's browser supports cookies.
- **Cookie name:** tr; **Source:** facebook.com; **Expiry:** Session; **Purpose:** Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
- **Cookie name:** UserMatchHistory; **Source:** linkedin.com; **Expiry:** 29 days; **Purpose:** Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
- **Cookie name:** VISITOR\_INFO1\_LIVE; **Source:** youtube.com; **Expiry:** 179 days; **Purpose:** Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
- **Cookie name:** YSC; **Source:** youtube.com; **Expiry:** Session; **Purpose:** Registers a unique ID to keep statistics of what videos from You Tube the user has seen.
- **Cookie name:** yt-remote-cast-installed; **Source:** youtube.com; **Expiry:** Session; **Purpose:** Stores the user's video player preferences using embedded YouTube video.
- **Cookie name:** yt-remote-connected-devices; **Source:** youtube.com; **Expiry:** Persistent; **Purpose:** Stores the user's video player preferences using embedded YouTube video.
- **Cookie name:** yt-remote-device-id; **Source:** youtube.com; **Expiry:** Persistent; **Purpose:** Stores the user's video player preferences using embedded YouTube video.
- **Cookie name:** yt-remote-fast-check-period; **Source:** youtube.com; **Expiry:** Session; **Purpose:** Stores the user's video player preferences using embedded YouTube video.
- **Cookie name:** yt-remote-session-app; **Source:** youtube.com; **Expiry:** Session; **Purpose:** Stores the user's video player preferences using embedded YouTube video.
- **Cookie name:** yt-remote-session-name; **Source:** youtube.com; **Expiry:** Session; **Purpose:** Stores the user's video player preferences using embedded YouTube video.

## How to control or delete cookies

Most browsers allow you to change your cookie settings. These settings will typically be found in the "options menu of your browser. In order to understand these settings and learn how to use them, please consult the "Hel browser, or the documentation published online for your particular browser type and version.

However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Site.



The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari and iOS](#)

### **Third Party Websites' Cookies**

When using our website, you may be directed to other websites for such activities as surveys, to make payment than U.S. dollars, or for job applications. These websites may use their own cookies. We do not have control o of cookies by other websites you visit, even if you are directed to them from our website.

If you use the buttons that allow you to share products and content with your friends via social networks like G Facebook, these companies may set a cookie on your computer memory. Find out more about these here:

<https://www.facebook.com/about/privacy> <http://twitter.com/privacy> <http://www.google.com/intl/en-GB/policies/privacy>

### **Need More Information?**

If you would like to find out more about cookies and their use on the Internet, you may find the following link use

- [All About Cookies](#)

### **Cookies that have been set in the past**

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your di being set, however, we will stop using the disabled cookie to collect any further information.

### **Contact us**

If you have any questions or comments about this cookies policy, or privacy matters generally, please contact us [info@playmaker.com](mailto:info@playmaker.com).