PLEASE READ THE FOLLOWING POLICY CAREFULLY.
WHEN YOU USE OUR WEBSITE YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THIS *COOKIE POLICY*.

This *Cookie Policy* is hereby effective on May 29, 2024, and will apply to You (hereinafter, "*User*," "*You*" or "*Your*") as a result of Your visit to, and use of, *www.cremationclub.com* (the "*Website*"), which is licensed by Club Holdings, LLC. (hereinafter, "*CHS*," "*Our*," "*We*" or "*Us*," including all Affiliates). Terms that are capitalized herein, but which are not otherwise defined herein, are defined within Our *Terms of Use*, which can be found here. or within Our *Privacy Policy*, which can be found here.

Introduction; What are Cookies | We use cookies for a number of reasons, including, but not limited to: (i) for the purpose of enabling Us to recognize You when You are on the Website or when You are using any app that You may download at Our request (an "*App*") in order to access Our products and services; and, (ii) for the purpose of improving the performance and security of Our Website and App; and, (iii) for the purpose of improving Your user experience. Cookies are small text files that websites or apps send to Your computer or other internet-connected devices to uniquely identify Your browser or to store information or settings in Your browser. When We place a cookie on Your device or within Your browser this is referred to as a "*First Party Cookie*," which includes all of the strictly necessary cookies that support the basic operations of the Website and App, along with any additional First Party Cookies that We may deploy in an effort to satisfy the purposes set forth under subsections (i) through (iii) above.

"*Third Party Cookies*" are placed by some other company, including service providers, social media platforms, and third-party advertising companies. Third Party Cookies can be read by these third parties when You visit other sites, including sites that You may link to from Our Website or App, allowing a profile of Your online behavior to be created so that the third party can deliver targeted ads to You.

What Categories of Cookies do We Deploy | We use Cookies that fall into one (1) of the three (3) categories identified below:

> **Essential/Required Cookies** | These cookies are essential for the operation of the Website and App and enable core Website and App functions, such as authentication, security, network management and accessibility. The information from these cookies is held exclusively by Us and is not shared with third parties. These cookies are either "*session cookies*" or "*persistent cookies*." Session cookies are deleted from Your computer or device upon closing Your browser session, while persistent cookies remain stored on Your computer or device until You delete them manually or until they expire. You may be able to disable these cookies by changing Your browser settings, but this may affect how the Website or App function.
>
> **Performance Cookies** | These cookies allow Us to analyze how visitors use the Website or App, as well as to measure the responsiveness and other performance characteristics of the Website or App. Performance cookies allow Us to provide a quality experience by customizing Our offering to You, as well as to quickly identify and attempt to fix any issues that may arise while You are using the Website or App. For example, We might use performance cookies to keep track of what content is popular, to learn what links between pages are most effective, or to determine why some pages may be receiving particular error messages.

Advertising Cookies | These cookies are used to show ads that are more relevant to You based upon information that You may have communicated to Us, requests that You may have made of Us, or how You have interacted with the Website or App. We may share this information with advertisers, use it to better understand Your interests, keep track of when visitors return to the Website or App, or to allow You to share certain pages with social networks. If You have agreed or asked, We may also use Your personal information to keep You up-to-date with information about Our products and services, or those of Our affiliates or business partners, to provide You with information about Benefits offered under the Program, or to provide You with special notices. Our affiliates or business partners will be required to keep Your personal information secure, and a data recipient that qualifies as a data processor will be required to process the Your personal information only in accordance with Our instructions in accordance with the express and implied terms of the Agreement that We have with You.

While cookie technology evolves constantly, some of the currently-favored technologies include, but are not limited to:

- Pixel tags (also called web beacons), which are tiny graphic images and small blocks of code placed on website pages, ads, or in emails that allow Us to determine whether You have performed a specific action. When You access the pages or You open an email, the tag lets us know You have accessed the web page or opened the email. These tools allow us to measure response to Our communications and improve Our web pages and promotions.
- Server logs, which consist of information stored in a database of various activities that You have undertaken on the Website or App. These logs record information about the device You use to access the Website or App, 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 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 or App, as well as collecting information about the website You visit after You leave Our Website or App.

Does Anyone Else Use Cookies on Our Website or App ? | We do allow certain Third Party Cookies on Our Website and App. We may allow third parties to serve cookies to help identify fraudulent or automated traffic on the Website or App, or for other like purposes. We may also allow third parties to serve cookies to help Us with market research, to improve functionality of the Website and App, and to enforce Website or App terms and policies.

For example, like many companies, we use Google Analytics to help Us evaluate Our Website and App traffic. You can see how Google Analytics uses cookie information across various websites by visiting https://policies.google.com/technologies/partner-sites, or any successor webpage that Google may provide. We also use Meta (formerly Facebook) Pixel to collect and process website usage data. You can see how Meta Pixel uses cookie information across various websites by visiting h https://www.facebook.com/business/help/471978536642445?id=1205376682832142, or any successor webpage that Meta may provide.

The Website and App may enable You to interact with Us and others via social media platforms such as Google, Facebook or LinkedIn. This type of functionality is enabled using social media cookies and tags, and may allow certain streamlined functionality such as allowing You to sign in to the Website or App using social media platform credentials. Please read the privacy statements provided by Your social media platforms to understand how they use Your information and to manage Your choices as it pertains to them.

Opting Out of The Use of Cookies | You can manage cookies on the Website and App through the "*Manage Cookies*" link (located at the bottom of each), and, for example, opt-out of cookies that are used for targeted advertising or which involve the sale or sharing of Your personal information. In addition, Your browser may allow You to disable cookies, and third-parties who control Third Party Cookies may provide an opt-out for those cookies. In most cases, the choices You make are linked to Your browser. If You use different browsers or different devices, You will need to set Your preferences on each one. Please note that if You use Your browser settings to block all cookies, or if You opt-out of a cookie, You may not be able to access all or parts of the Website or App. Also, when You opt-out of personalized advertising You may continue to see online advertising on the Website or App, and/or on other websites and online services.

On some targeted ads located on the Website or App You may see an AdChoices icon. You may click on this AdChoices icon to learn more information about the collection and use of Your information in that particular instance, or to opt-out of such collection in the future.

Additional information on cookies and online advertising choices are offered by:

- **Adobe Marketing Cloud** | If You would like more information on how to remove Yourself from the tracking and reporting functions performed for this website by Adobe Marketing Cloud, please visit the Opt-Out page at https://www.adobe.com/privacy/marketing-cloud.html .
- **Industry Sponsored Programs** | You can also take advantage of industry-sponsored programs that allow You to control the way companies advertise to You.
    - The Network Advertising Initiative ("*NAI*") manages an opt-out program for many third-party advertising companies. You can opt out of being targeted by NAI members by visiting https://thenai.org/opt-out/ .
    - The Digital Alliance Consumer Choice ("*DACC*") organization offers a tool that may prevent some cookies from being installed on Your device. To learn more about DACC or the tool offered by DACC, please visit https://optout.aboutads.info .
    - Although neither the Website or App currently have a mechanism to recognize the various web browser "*Do Not Track*" signals, We do offer You with various choices to manage Your preferences as described above. This notwithstanding, to learn more about browser tracking signals such as the "*Do Not Track*" symbol, please visit https://www.allaboutdnt.com .