

AXEPAY COOKIE POLICY

COOKIES AND OTHER TRACKING TECHNOLOGIES

As you navigate through and interact with our Website, we and our Third-Party Service Providers may use cookies and other automatic data collection technologies (including tracking technologies designed for mobile applications) to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings that are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- Web Beacons. Pages of our Website [and our e-mails] may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or [opened an email] and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Information gathered automatically through cookies and other tracking technologies such as web-server log files and web beacons may include computer or mobile device information, including IP address, operating system, browser type, device name and type, operating system, location data and certain characteristics of, and performance data about your device, mobile network information such as your carrier/operating system including device and connection type, and standard web log information such as your browser type, traffic to and from the Website and the pages you accessed on the Website and interaction with other retail technology such as use of NFC Tags, QR Codes or use of vouchers.

Cookies can provide us with the ability to make it easier for you to navigate Axepay Services, and may also enable a faster log-in process or allow us to track your activities on the Axepay Platform. Axepay may combine this information with other personal information we collect from you and our Third-Party Service Providers may also do so on our behalf. We also use Local Shared Objects, commonly referred to as "Flash cookies," to help ensure that your account security is not compromised, to spot irregularities in behavior to help prevent fraud and to support the Axepay Services.

We may use web beacons to deliver cookies, track the number of visits to our website, understand usage and campaign effectiveness, and determine whether an email has been opened and acted upon. This anonymous statistical information about how you use the Axepay Services and the location from which you access the Axepay Services may include the time, date and length of your visit to the Axepay Services, pages viewed, links clicked and other non-personally identifying information. Those advertising networks may recognize the web beacon or cookie associated with your visit to or use of the Axepay Services or when you visit other websites on which they serve advertising, and they may make decisions about the advertisements you see based on it.

You can choose to disable cookies but this may limit your ability to use the Axepay Services. Although you may have Do Not Track enabled in your browser, we may still set cookies to reduce fraud and help you use the Axepay Services.

[Third Party Use of Cookies [and Other Tracking Technologies]]

Some content or applications on the Website, including advertisements, are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies [alone or in conjunction with web beacons or other tracking technologies] to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioural) advertising or other targeted content. [In addition to helping advertisers reach the right people for their products and services, behavioural advertising helps support our Website so that you can enjoy free content.]

You can opt-out of several third party ad servers' and networks' cookies simultaneously by using [an opt-out tool created by the Digital Advertising Alliance of Canada][or][and] [an opt-out tool created by the Network Advertising Initiative]. You can also access these websites to learn more about online behavioural advertising and how to stop websites from placing cookies on your device. Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

We do not control these third parties' tracking technologies or how they are used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.]