

PELTON COOKIES POLICY

Last Updated: December 4, 2024

When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to, or to provide a more personalized web experience.

We, as well as third parties that provide content, advertising or other functionality on our Services, may use cookies, pixel tags, local storage and other technologies (“Technologies”) to automatically collect information. This Cookies Policy explains the Technologies that we use, how we use them and details on how you can manage your preferences.

1. TECHNOLOGIES THAT WE USE

We use Technologies that are essentially small data files placed on your computer, tablet, mobile phone or other devices that allow us to record certain pieces of information whenever you visit or interact with our website, services, applications, messaging and tools, and to recognize you across devices.

We may use information collected from our cookies to identify user behavior, provide personalized content and offers based on your profile, and for the other purposes described below and in our privacy policy, to the extent legally permissible in certain jurisdictions. In other cases, we can associate cookie information (including information from cookies placed via our advertisements on third party sites such as Facebook or Google) with an identifiable individual. For example: If we send you a targeted email which includes web beacons, cookies or similar technologies we will know whether you open, read, or delete the message. When you click a link in a e-mail you receive from Peloton we may use a cookie to log what pages you view and what content you engage with from our websites, apps or products, this could occur even if you are not registered at or signed into our website.

We may combine data from publicly available sources, and from our website, app, products and personal interactions with you (this includes collected when you sign-up or log on to our sites or connect to our sites using your social media credentials (such as LinkedIn). We may combine this data to better assess your experience and perform other activities as described in our Privacy Policy.

Cookies. Cookies are small text files placed in visitors’ computer browsers to store their preferences. Most browsers allow you to block and delete cookies. However, if you do that, the Site may not work properly.

Pixel Tags/Web Beacons. A pixel tag (also known as a web beacon) is a piece of code embedded on the Site that collects information about users’ engagement on that web page. The use of a pixel allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement.

Social Media Widgets. The Site includes social media features such as links to Facebook, Instagram, Twitter, YouTube and LinkedIn (that might include widgets, such as, the Share This button or other interactive mini-programs). These features may collect your IP address, which page you are visiting on the Site and may set a cookie to enable the feature to function properly. These social media features are either hosted by a third party or hosted directly on the Site. Your interactions with these features are governed by the privacy policy of the company providing it.

Analytics. We may also use Google Analytics and Google Analytics Demographics and Interest Reporting to collect information regarding visitor behavior and visitor demographics on some of our Services and to develop website content. This analytics data is not tied to any Personal Information. For more information about Google Analytics, please visit www.google.com/policies/privacy/partners/. You can opt-out of Google's collection and Processing of data generated by your use of the Services by going to <https://tools.google.com/dlpage/gaoptout>.

We may also use device identifiers, web storage, third-party-provided analytics services, such as session replay services, and other similar technologies and services, to collect information about your interactions with our content and Services. Session replay services consist of an analytics application that allows us to capture and analyze your interaction with our Services to better identify and repair any technical errors and optimize our Services. Such technologies and third-party-provided services may observe or record your activities when using our Services, including certain movements, scrolling, visit duration, clicks, and other interactions. Certain analytics may be removed via our privacy cookie controls.

2. HOW WE USE TECHNOLOGIES

Our uses of such Technologies fall into the following general categories, purposes and some examples:

TYPE: Strictly Necessary

PURPOSE: These cookies are necessary to make our website work and to provide you with its core features, such as access to secure areas. Without these cookies, we could not provide you with the service you have requested (like retaining your privacy preferences or login details). You can set your browser to block or alert you to these cookies, but if you do so parts of our website will not work.

EXAMPLES:

Peloton
OneTrust
CookieLaw.org

TYPE: Functional

PURPOSE: These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

EXAMPLES:

Peloton
Stripe
Vimeo
ADA
NPAW (Youboura)

TYPE: ADVERTISING & SOCIAL MEDIA

PURPOSE: We may use first-party or third party cookies and web beacons to deliver content, including ads relevant to your interests, on our websites or on third party sites. This includes using technologies to understand the usefulness to you of the advertisements and content that has been delivered to you, such as whether you have clicked on an advertisement or content or to track items such as what was abandoned in a shopping cart. These cookies may be set through our site by Peloton or our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. If you do not allow these cookies, you will experience less targeted advertising.

EXAMPLES:

Peloton
Linkedin
Facebook
Eloqua
BingTwitter
TikTok
Spotify
Braze
DoubleClick/Google

TYPE: PERFORMANCE

PURPOSE: These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and may be anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

EXAMPLES:

Optimizely
Segment
Amplitude
Shopify
Peloton
New Relic

3. MANAGING YOUR PREFERENCES

If you would like to opt-out of the Technologies we employ on our sites, Services, applications or tools, you may do so by either:

- updating your preferences by clicking on the Cookie Settings link below; or
- blocking, deleting or disabling them as your browser or device permit

Please note that:

- blocking, deleting, or disabling these Technologies may affect the functionality of our sites, Services, applications and tools, and prevent you from being able to access certain features; and
- cookie-based opt-outs are not effective on mobile applications. However, on many mobile devices, application users may opt-out of certain mobile advertisements via their device settings.

The online advertising industry also provides websites from which you may opt-out of receiving targeted ads from our data partners and our other advertising partners that participate in self-regulatory programs. You can access these, and also learn more about targeted advertising and consumer choice and privacy, at www.networkadvertising.org/managing/opt_out.asp, www.youronlinechoices.eu/ or www.youradchoices.ca/, and www.aboutads.info/choices/. You can also choose not to be included in Google Analytics [here](#).

These cookie-based opt-outs must be performed on each device and browser that you wish to have opted-out. For example, if you have opted-out on your computer browser, that opt-out will not be

effective on your mobile device. You must separately opt-out on each device.

Advertisements on third party websites that contain the AdChoices link, and that link to our Privacy Policy, may have been directed to you based on anonymous, non-Personal Information collected by advertising partners over time and across websites. These advertisements provide a mechanism to opt-out of the advertising partners' use of this information for interest-based advertising purposes.

4. GLOBAL PRIVACY CONTROL

You may opt out, and we honor, certain technologies broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC) depending on the state you reside in. This occurs on the browsers and/or browser extensions that support such a signal. This request will be linked to your browser identifier only.

5. HOW TO CONTACT US

If you have any questions about our privacy practices, this Cookies Policy or would like to contact us or our Data Protection Officer, you can do so by email at privacy@onepeloton.com, or at the addresses below:

U.S. and Canadian Residents

Peloton Interactive, Inc.
441 Ninth Avenue, Sixth Floor
New York, NY 10001
USA
Attn: Legal Department

United Kingdom Residents

Peloton Interactive UK Ltd.
1 Langley Street
London WC2H 9JG
United Kingdom
Attn: Legal Department

EEA Residents

Peloton Interactive Deutschland GmbH
Karl-Liebknecht-Straße 29A
10178 Berlin
Germany
Attn: Legal Department

Australian Residents

Peloton Interactive Australia Pty Ltd
20 Martin Place
Sydney NSW 2000
Attn: Legal Department

6. UPDATES TO OUR COOKIES POLICY

We may update our Cookies Policy from time to time. When we do, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Cookie Policy changes if and where this is required by applicable data protection laws. You can see when this Cookies Policy was last updated by checking the "last updated" date displayed at

the top of this notice.