

## Cookie Notice

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When you visit the Thuma Inc. (“**Thuma**”) website, located at [www.thuma.co](http://www.thuma.co) or [checkout.thuma.co](http://checkout.thuma.co) (the “**Website**”), Thuma and authorized third parties use cookies to collect information about you. This Cookie Notice sets out how Thuma, and third parties we authorize, use cookies when you interact with our Website.

This Cookie Notice should be read along with our [Website Privacy Policy](#), which describes how Thuma collects, uses and discloses personal information collected through the Website, as well as the rights Website visitors have with respect to their personal information.

### What are Cookies?

Cookies are small pieces of data (text file) that are saved on your computer or mobile when you visit a website so that information can be saved between visits, such as your login credentials or language preferences.

Cookies may be temporary (or “session”) cookies, which are only in use while you visit our Website and are deleted when you close your browser, or permanent cookies, which stay on your device’s permanent storage after you leave our Website, and are removed once you delete them manually or your browser deletes them after a period of time.

Cookies that are set by us are called first-party cookies. We also use third-party cookies, which are cookies from a domain different than the domain of the website you are visiting.

### What kinds of Cookies are used on the Website?

Our Website uses the following types of cookies:

#### ***Strictly necessary cookies***

These cookies are necessary for the Website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but that will cause some parts of the Website to not function properly.

#### ***Performance cookies***

These cookies gather information about how visitors use the Website and monitor the Website’s performance. For example, performance cookies tell us which pages are popular, monitor traffic to our Website and compile anonymous analytic information. Performance cookies can also be used to identify and remedy operational problems with the Website. We use various tools for these purposes:

- **Google Analytics:** We use Google Analytics to learn more about the visitors and their activities on our Website. To provide this service, Google Analytics may collect certain information about you from your computer, including but not limited to information regarding your visit (such as the pages you visit and length of your visit), information about your device (such as your IP address), how you got to the Website, and other information about you. Google Analytics has developed an opt-out tool that will prevent Google Analytics from tracking you across all websites, available here: <https://tools.google.com/dlpage/gaoptout/>.

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- Hotjar: We use Hotjar to help us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) which enables us to build and maintain our service with user feedback. To provide this service, Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our Website. Hotjar stores this information on our behalf in a pseudonymized user profile. To block Hotjar cookies, visit <https://www.hotjar.com/privacy/do-not-track/>.
- Amplitude Analytics and Heap: We use Amplitude Analytics and Heap to track how users engage with our website.
- Cookies tracking traffic origination: We use various cookies to determine from where Website traffic originated (e.g., from Google, or from advertisements on podcasts, Snapchat, or Pinterest).

## **Functionality Cookies**

These cookies are used to recognize and remember your preferences. For example, functionality cookies may use information, such as your language preferences, to make sure that you arrive at a version of our Website that will provide you with a continuous experience.

## **Targeting Cookies**

We allow third parties to use cookies on our Website. These cookies help deliver tailored advertisements to you on other websites. Disabling or removing these cookies may result in you seeing more generic advertisements. For more information about these cookies please visit the following links:

- [Microsoft Bing Advertisements](#)
- [Google Analytics](#)
- [Snapchat](#)
- [Facebook](#)
- [Reddit](#)
- [Yahoo](#)
- [Twitter](#)
- [TikTok](#)
- [Heap](#)
- [Microsoft Clarity](#)
- [LiveIntent](#)
- [Tatari](#)
- [Outbrain](#)
- [Stackadapt](#)
- [Impact Radius](#)
- [Amplitude](#)
- [Amazon Cloudfront](#)
- [Klaviyo](#)
- [Affirm](#)

## Third Party Website Cookies

When using our Website, you may be directed to other websites to view content hosted on those sites such as an embedded video or news article. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our Website.

## How can I manage my Cookies preferences?

To manage your cookie preferences, you can access our cookie management tool by clicking [here](#). Canadian users can also manage your cookie preferences using the [Digital Advertising Alliance of Canada's opt-out tools](#).

## Contact Us

Please direct any questions or comments about this Cookie Notice, to our Privacy Office at [hello@thuma.co](mailto:hello@thuma.co).