

Art Blocks Cookie Policy

Effective as of 1/1/2023.

Art Blocks is committed to being transparent about how we use cookies on our sites and the technologies that underpin their collection and usage. This Cookie Policy describes how [Art Blocks Inc.] (“[Company]”, “we”, “us”, or “our”) collects, uses, and shares information if you visit <https://artblocks.io> or our other websites or services that link to this Cookie Policy (collectively, the “Services”), contact us, receive our communications or attend our events.

Art Blocks uses cookies, mobile identifiers, tracking URLs, log data and similar technologies to help provide, protect, and improve the Art Blocks. This Cookie Policy (“Policy”) supplements the Art Blocks Privacy Policy and explains how and why we use these technologies and the choices you have. Art Blocks does not sell your information to third parties. All sharing of your data with third-parties is described in this Policy & our Privacy Policy.

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Why are Cookies important?

Cookies help make your online experience more efficient and relevant to your interests. For instance, they are used to remember your preferences on sites you visit often, to remember your user ID and to help you navigate between pages more efficiently.

We use these technologies for a number of purposes, such as:

- To enable, facilitate, and streamline the functioning of and your access to the Services
- To better understand how you navigate through and interact with Art Blocks and to improve the Services
- To show you content that is more relevant to you
- To monitor and analyze the performance, operation, and effectiveness of the Services
- To enforce legal agreements that govern use of the Services
- For fraud detection and prevention, trust and safety, and investigations
- For purposes of our own customer support, analytics, research, product development, and regulatory compliance.

What is a Cookie?

When you visit the Art Blocks Services we may place cookies on your device. Cookies are small text files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings in your browser. Cookies allow us to recognize you when you return. They also help us provide a customized experience and can enable us to detect certain kinds of fraud. In many cases the information we collect using cookies and other tools is only used in a non-identifiable manner without reference to personal information. For example, we may use information we collect to better understand website traffic patterns and to optimize our website experience. In some cases we associate the information we collect using cookies and other technology with your personal information. Our business partners may also use these tracking technologies on the Art Blocks or engage others to track your behavior on our behalf.

There are two types of cookies used on the Services:

- **Session cookies:** Session cookies are temporary Cookies that expire (and are removed) whenever you close your browser or otherwise end your session.
- **Persistent cookies:** Persistent cookies have an expiration date and stay in your browser until they expire or they are manually deleted. We use persistent cookies to not re-show you the cookie banner after you've made your choice. We also use persistent cookies to better understand usage patterns so that we can improve the site for our users.

In many cases you can manage cookie preferences and opt-out of having cookies and other data collection technologies used by adjusting the settings on your browser. All browsers are different so visit the “help” section of your browser to learn about cookie preferences and other privacy settings that may be available. Please note that if you choose to remove or reject cookies or clear local storage this could affect the features, availability, and functionality of the Art Blocks.

Other technologies related to Cookies

Other technologies like pixel tags, web beacons, and tracking urls are tiny graphic images and/or small blocks of code placed on website pages or in our emails that allow us to determine whether you performed a specific action or to retrieve information such as your device type or operating system, IP address, time of visit, etc. (Please see our Privacy Policy for more details on the types of information that may be collected.) When you access these pages, or when you open an email, these tools let us know you have accessed the web page or opened the email. These tools help us measure response to our communications and improve our web pages and promotions.

What types of cookies and similar technologies does Art Blocks use?

On our sites, we use cookies and similar technologies in the following categories described in the table below.

Type	Description	Who serves the cookies	How to control them
Analytics	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to	Google Analytics Mixpanel	See 'your choices' below. Google Analytics uses its own cookies. You can find out more information about Google Analytics cookies here and about how

	track which emails are opened and which links are clicked by recipients.		Google protects your data here . You can prevent the use of Google Analytics relating to your use of our Sites by downloading and installing a browser plugin available here .
Essential	These cookies are necessary to allow the technical operation of our Services (e.g., they enable you to move around on a website and to use its features).	Vercel	See 'your choices' below.
Functionality / performance	These cookies enhance the performance and functionality of our Services.	Mixpanel	See 'your choices' below.

Server Logs and Other Technologies

We collect many different types of information from server logs and other technologies. For example, we collect information about the device you use to access the Services, 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 server 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 the Services and the website you visit after you leave the Art Blocks.

We may also collect information about your use of the Art Blocks such as when we provide accessibility tools. The tools described help us improve user experience and deliver our services.

Device Information

We may use device-related information to authenticate users. For example, we may use your IP address, browser information, or other data provided by your browser or device to identify the device being used to access our platform. We may also use these device-

related techniques for associating you with different devices that you may use to access our content including for fraud-protection purposes.

Third Parties

Art Blocks permits third parties to collect the information described above through our services and discloses such information to third parties for business purposes as described in this Privacy Policy.

Third parties place technologies such as pixels and SDKs on the Services. These technologies:

1. Help us analyze how you use the Services, such as by noting the third party services from which you arrived,
2. Help us detect or prevent fraud or conduct risk assessments, and
3. Collect information about your activities on the Services.

Third Party Social Plugins

The Services may use social plugins provided and operated by third parties, such as Twitter's Tweet Button. As a result of this, you may send to the third party the information that you are viewing on a certain part of the Art Blocks. If you are not logged into your account with the third party, then the third party may not know your identity. If you are logged in to your account with the third party, then the third party may be able to link information or actions about your interactions with the Services to your account with them. Please refer to the third party's privacy policies to learn more about its data practices.

Your choices

In addition to rights you may have under laws that apply to you, you may take technological steps to affect your interactions with cookies and related technologies.

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, Art Blocks sites may not work properly.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit

www.allaboutcookies.org. If you do not accept our cookies, you may experience some inconvenience in your use of our sites.

Changes to this Policy

From time-to-time, we may make changes to the Privacy Policy and this Cookie policy. This may be in relation to changes in the law, best practice, or changes in our services. These changes will be reflected in this statement, so you should check here from time to time.

Contact us

If you have any questions about this Cookie Policy or the described practices, you can contact us at:

Mail: Art Blocks % Privacy, 109 W San Antonio St, Marfa, TX 79843

Email: privacy@artblocks.io