

Cookie Policy

Hype Sports Innovation Ltd. and its affiliates (“**HYPE**”) use certain monitoring and tracking technologies, such as cookies, beacons, pixels, tags, and scripts (collectively, “**Cookies**”). These technologies are used in order to maintain, provide, and improve our website, online platform and its services (the “**Services**”), and in order to provide you with a better experience (for instance, in order to track users’ preferences, to better secure our Services, to identify technical issues, and to monitor and improve the overall performance of our Services).

This page contains information on what Cookies are, the Cookies used on our Services, how to switch Cookies off in your browser, and some useful links for further reading on the subject. If it does not provide the information you were looking for, or you have any further questions about the use of Cookies on our Services, please email:

privacy@hypesportsinnovavtion.com

For more information about our general privacy practices, please visit our [Privacy Policy](#)

What are Cookies?

Cookies are small text files that are stored by the browser on your computer or mobile device (for example, Google Chrome or Safari). They allow websites to store things like user preferences. You can think of Cookies as providing a so-called memory for the Platform, so that it can recognize you when you come back and respond appropriately.

How do we use Cookies?

Performance Cookies: This type of cookie helps us to secure and maintain our Services, and remembers your preferences for tools found on the Platform, so you don’t have to re-set them each time you visit.

Analytics Cookies: Every time someone interacts with our Services, the analytics tools we use generate Cookies which can tell us whether or not you have used our Services in the past, and provide additional information regarding how our users use our Services (such as where users tend to click on our website). Your browser will tell us if you have these Cookies and, if you don’t, we generate new ones. This allows us to track how many individual users we have and how often they use our Services.

Registration Cookies: When you register and sign into our Services, we generate Cookies that let us know whether you are signed in or not.

Our servers use these Cookies to work out which account you are signed in with and if you are allowed access to a particular service.

While you are signed into our Services, we have the ability to combine information from your registration Cookies with analytics Cookies, which we can use to identify which pages you have seen.

Third Party Integration Cookies: On some of our Services, Facebook may also set their own Cookies if you choose to sign in through Facebook Connect. They do this to track the performance of their applications that are integrated with our Platform, or to customize their

services for you. Because of how Cookies work, we cannot access these Cookies, nor can Facebook access the data in Cookies we use on our Platform.

Which Cookies do we use?

Cookies Source	Purpose
Google Analytics	<p>Google Analytics is Google’s analytics tool that helps website and app owners to understand how their visitors engage with their properties. It may use a set of cookies to collect information and report website usage statistics without personally identifying individual visitors to Google. The main cookie used by Google Analytics is the ‘_ga’ cookie.</p> <p>In addition to reporting website usage statistics, Google Analytics can also be used, together with some of the advertising cookies described above, to help show more relevant ads on Google properties (like Google Search) and across the web and to measure interactions with the ads we show.</p>
doubleclick.net	<p>This cookie is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.</p>
Facebook	<p>Cookies allow us to help deliver ads to people who have previously visited a business’s website, purchased its products or used its apps and to recommend products and services based on that activity. Cookies also allow us to limit the number of times that you see an ad so you don’t see the same ad over and over again.</p>
Twitter	<p>Our services use cookies and other similar technologies, such as pixels or local storage, to help provide you with a better, faster, and safer experience. Here are some of the ways that our services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, and ads, use these technologies: to log you into Twitter and Periscope, save your preferences, personalize the content you see, protect against spam and abuse, and show you more relevant ads.</p>
LinkedIn	<p>The LinkedIn Insight Tag enables the collection of data regarding members’ visits to your website, including the URL, referrer, IP address, device and browser characteristics (User Agent), and timestamp. This data is encrypted, the IP addresses are truncated, and members’ direct identifiers are removed within seven days in order to make the data pseudonymous. This remaining, pseudonymized data is then deleted within 90 days.</p>

	<p>LinkedIn does not share the personal data with the website owner, it only provides aggregated reports about the website audience and ad performance. LinkedIn also provides retargeting for website visitors, enabling the website owner to show personalized ads off its website by using this data, but without identifying the member. LinkedIn members can control the use of their personal data for advertising purposes through their account settings.</p>
_hjClosedSurveyInvites	<p>Hotjar cookie. This cookie is set once a visitor interacts with a Survey invitation modal popup. It is used to ensure that the same invite does not re-appear if it has already been shown.</p>
_hjDonePolls	<p>Hotjar cookie. This cookie is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not re-appear if it has already been filled in.</p>
_hjMinimizedPolls	<p>Hotjar cookie. This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.</p>
_hjDoneTestersWidgets	<p>Hotjar cookie. This cookie is set once a visitor submits their information in the Recruit User Testers widget. It is used to ensure that the same form does not re-appear if it has already been filled in.</p>
_hjMinimizedTestersWidgets	<p>Hotjar cookie. This cookie is set once a visitor minimizes a Recruit User Testers widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.</p>
_hjIncludedInSample	<p>Hotjar cookie. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.</p>
_hjShownFeedbackMessage	<p>This cookie is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if they navigate to another page where it is set to show.</p>
_hjid	<p>Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user</p>

	ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
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How can you turn Cookies off?

All modern web browsers allow you to change your cookie settings. You can usually find these settings in the 'Options' or 'Preferences' menu of your browser. In order to understand these settings, the following links may be helpful or you can use the 'Help' option in your browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari Web and iOS](#)

Some web browsers may transmit "Do Not Track" signals to websites with which the browser communicates, telling the site not to follow its online movements. We currently do not respond to such "Do Not Track" signals.

To find out more about Cookies and their use on the Internet, you may find the following websites useful:

- www.allaboutcookies.org
- www.youronlinechoices.com.uk