

## **Hussmann Cookies and Tracking Technologies Policy**

Hussmann Corporation (“Hussmann,” “our,” “we,” or “us”) maintains [www.styleline.com](http://www.styleline.com) related Hussmann online services. We along with our advertising partners and vendors use a variety of technologies to learn more about how people use Hussmann online services. You can find out more about these technologies and how to control them in the information below. This policy forms part of the Hussmann Privacy Policy available [www.styleline.com/cookie\\_consent.html](http://www.styleline.com/cookie_consent.html).

### **COOKIES AND OTHER TRACKING TECHNOLOGIES, AND HOW WE USE THEM**

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#### **1. COOKIES AND OTHER TRACKING TECHNOLOGIES, AND HOW WE USE THEM**

Like many companies, we use Cookies and other Tracking Technologies on our online services (referred to together from this point forward as “Cookies,” unless otherwise stated), which may include HTTP cookies, HTML5 and Flash local storage, web beacons/GIFs, embedded scripts, and e-tags/cache browsers as defined [www.styleline.com/cookie\\_consent.html](http://www.styleline.com/cookie_consent.html).

We may use Cookies for a variety of purposes and to enhance your online experience, for example, by remembering your log-in status and viewing preferences from a previous use of an online service for when you later return to that online service.

In particular, our online services use the following categories of Cookies:

- ***Strictly Necessary Cookies:*** We may use Cookies required for system administration, to prevent fraudulent activity, to improve security, or to allow you to make use of shopping-cart functionality. We are not required to obtain your consent to Cookies that are strictly necessary.
- ***Analytics and Performance-Related Cookies:*** We may use Cookies to assess the performance of our online services, including as part of our analytic practices to improve the content offered through the online services.
- ***Functionality-Related Cookies:*** We may use Cookies to tell us, for example, whether you have visited the online services before or if you are a new visitor and to help us identify the features in which you may have the greatest interest.
- ***Targeting-Related Cookies:*** We may use Cookies to deliver content, including ads, relevant to your interests on our online service and third-party sites based on how you interact with our advertisements or content. We have set out further information about the use of Cookies by our Ad Network partners below.

Your use of our services indicates your consent to such use of Cookies. For further information about our use of Cookies and your opt-out choices, see “[Your Rights](http://www.styleline.com/cookie_consent.html),” [www.styleline.com/cookie\\_consent.html](http://www.styleline.com/cookie_consent.html). For examples of each type of cookie used on Hussmann’s online services.

## 2. YOUR COOKIE CHOICES AND HOW TO OPT-OUT

You have the choice whether to accept the use of Cookies and we have explained how you can exercise your rights below.

Most browsers are initially set up to accept HTTP cookies. The “help” feature of the menu bar on most browsers will tell you how to stop accepting new cookies, how to receive notification of new cookies, and how to disable existing cookies. For more information about HTTP cookies and how to disable them, you can consult the information at [www.allaboutcookies.org/manage-cookies/](http://www.allaboutcookies.org/manage-cookies/).

Controlling the HTML5 local storage on your browser depends on which browser you use. For more information regarding your specific browser, please consult the browser’s website (often in the Help section).

For more information about Flash “cookies” or local storage objects or LSOs, and how to disable them, you can consult the information provided at <http://kb2.adobe.com/cps/526/52697ee8.html>.

Please note, however, that without HTTP cookies and HTML5 and Flash local storage, you may not be able to take full advantage of all our online services features and some parts of the online services may not function properly.

See “Use of Cookies by our Advertising Partners” for further information about how to opt-out of Advertising Cookies. Please note that rejecting Cookies does not mean that you will no longer see ads when you visit our online services.

## 3. EXAMPLES OF COOKIES USED ON HUSSMANN’S ONLINE SERVICES

The following table sets out some examples of the individual cookies we use and the purposes for which we use them:

<b>Cookie Category</b>	<b>Company</b>	<b>Cookie Name</b>	<b>Purpose</b>	<b>Content</b>	<b>Expiry</b>	<b>More info</b>
<b><i>Strictly Necessary Cookies</i></b>			These cookies are required device fingerprinting	Stores session identifier	Session cookie (expires when browser is closed)	
<b><i>Performance Cookies</i></b>			Cookies in this category enable [Insert Name] to measure the performance of our digital properties	Unique visitor ID time/date stamp	Updated every page view	
<b><i>Functionality Cookies</i></b>			These cookies store user settings and preferences to	User entered zip code for locale	Session expires when browser	

Cookie Category	Company	Cookie Name	Purpose	Content	Expiry	More info
			enable functionality	search	is closed	
<b>Targeting Cookies</b>			Advertising cookies enable more precise ad delivery to our visitors	Unique user identifier	2 years	

#### 4. DEFINITIONS

**Cookies** A cookie (sometimes referred to as local storage object or LSO) is a data file placed on a device. Cookies can be created through a variety of web-related protocols and technologies, such as HTTP (sometimes referred to as “browser cookies”), HTML5, or Adobe Flash.

**Web Beacons** Small graphic images or other web programming code called web beacons (also known as “1×1 GIFs” or “clear GIFs”) may be included in our online service’s pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a page or e-mail can act as a web beacon.

Clear gifs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to HTTP cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on web pages and are about the size of the period at the end of this sentence.

**Embedded Script** An embedded script is programming code that is designed to collect information about your interactions with the online service, such as the links you click on. The code is temporarily downloaded onto your device from our web server or a third-party service provider, is active only while you are connected to the online service and is deactivated or deleted thereafter.

**ETag, or entity tag** A feature of the cache in browsers, an ETag is an opaque identifier assigned by a web server to a specific version of a resource found at a URL. If the resource content at that URL ever changes, a new and different ETag is assigned. Used in this manner ETags are a form of device identifier. ETag tracking may generate unique tracking values even where the consumer blocks HTTP, Flash, and/or HTML5 cookies.

**Unique Device Tokens** For each user that accepts push notifications in mobile apps, the app developer is provided with a unique device token (think of it as an address) from the app platform (e.g., Apple and Google).

**Unique Device ID** The unique series of numbers and letters assigned to your device

We provide the chart below as a courtesy, but we are not obligated to maintain or update it. We are not responsible for third-party sites and their privacy practices as it relates to opt-outs from tracking activities.

The following third parties that collect information from you on our Sites have given us notice that you

may obtain information on their policies and practices, and in some instances opt-out of certain of their activities, as follows:

<b>Party</b>	<b>Service</b>	<b>For More Information</b>	<b>Use of Tracking Technologies</b>	<b>Privacy Choices</b>
OpenX	Advertising	<a href="http://openx.com/about/">http://openx.com/about/</a>	Yes.	<a href="http://openx.com/legal/privacypolicy/">http://openx.com/legal/privacypolicy/</a>
DoubleClick	Advertising	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
Yahoo Ad Exchange	Advertising	<a href="https://policies.yahoo.com/us/en/yahoo/privacy/adinfo/index.htm">https://policies.yahoo.com/us/en/yahoo/privacy/adinfo/index.htm</a>	Yes.	<a href="https://policies.yahoo.com/us/en/yahoo/privacy/index.htm">https://policies.yahoo.com/us/en/yahoo/privacy/index.htm</a>
Rubicon	Advertising	<a href="http://rubiconproject.com/whoweare/">http://rubiconproject.com/whoweare/</a>	Yes.	<a href="http://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/">http://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/</a>
Bing Ads	Advertising	<a href="http://advertising.microsoft.com/advertising-online">http://advertising.microsoft.com/advertising-online</a>	Yes.	<a href="https://privacy.microsoft.com/en-us/privacystatement/">https://privacy.microsoft.com/en-us/privacystatement/</a>
OutBrain	Advertising	<a href="http://www.outbrain.com/about/company">http://www.outbrain.com/about/company</a>	Yes.	<a href="http://www.outbrain.com/legal/privacy">http://www.outbrain.com/legal/privacy</a>
Advertising.com	Advertising	<a href="http://advertising.aol.com/about-us">http://advertising.aol.com/about-us</a>	Yes.	<a href="http://privacy.aol.com/privacy-policy/">http://privacy.aol.com/privacy-policy/</a>
Index Exchange	Advertising	<a href="http://indexexchange.com/about/">http://indexexchange.com/about/</a>	Yes.	<a href="http://indexexchange.com/privacy/">http://indexexchange.com/privacy/</a>
Marketo	Advertising	<a href="http://www.marketo.com/company">http://www.marketo.com/company</a>	Yes.	<a href="https://documents.marketo.com/legal/privacy/">https://documents.marketo.com/legal/privacy/</a>
AppNexus	Advertising	<a href="http://www.appnexus.com/about-appnexus">http://www.appnexus.com/about-appnexus</a>	Yes	<a href="https://www.appnexus.com/en/company/platform-privacy-policy">https://www.appnexus.com/en/company/platform-privacy-policy</a>
LinkedIn Marketing	Advertising	<a href="https://www.linkedin.com/about-us">https://www.linkedin.com/about-us</a>	Yes.	<a href="https://www.linkedin.com/legal/privacy">https://www.linkedin.com/legal/privacy</a>

Solutions				-policy
LiveRamp	Advertising	<a href="http://liveramp.com/about/">http://liveramp.com/about/</a>	Yes.	<a href="http://liveramp.com/privacy/">http://liveramp.com/privacy/</a>
Google AdWords Conversion	Advertising	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
Pubmatic	Advertising	<a href="http://www.pubmatic.com/about-us.php">http://www.pubmatic.com/about-us.php</a>	Yes.	<a href="http://www.pubmatic.com/privacy-policy.php">http://www.pubmatic.com/privacy-policy.php</a>
AdRoll	Advertising	<a href="https://www.adroll.com/about">https://www.adroll.com/about</a>	Yes.	<a href="https://www.adroll.com/about/privacy">https://www.adroll.com/about/privacy</a>
Adobe Audience Manager	Advertising	<a href="https://www.adobe.com/about-adobe.html?promoid=2NVQCDBQ&amp;mv=other">https://www.adobe.com/about-adobe.html?promoid=2NVQCDBQ&amp;mv=other</a>	Yes.	<a href="http://www.adobe.com/privacy/marketing-cloud.html">http://www.adobe.com/privacy/marketing-cloud.html</a>
Amazon Associates	Advertising	<a href="https://affiliate-program.amazon.com/">https://affiliate-program.amazon.com/</a>	Yes.	<a href="http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&amp;nodeId=468496">http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&amp;nodeId=468496</a>
AddThis	Advertising	<a href="http://www.addthis.com/about">http://www.addthis.com/about</a>	Yes.	<a href="http://www.addthis.com/privacy/privacy-policy">http://www.addthis.com/privacy/privacy-policy</a>
Lotame	Advertising	<a href="http://www.lotame.com/about">http://www.lotame.com/about</a>	Yes.	<a href="https://www.lotame.com/legal/">https://www.lotame.com/legal/</a>
PulsePoint	Advertising	<a href="http://www.pulsepoint.com/home-about.html">http://www.pulsepoint.com/home-about.html</a>	Yes.	<a href="http://www.pulsepoint.com/privacy-policy.html">http://www.pulsepoint.com/privacy-policy.html</a>
PubMatic	Advertising	<a href="http://www.pubmatic.com/about-us.php">http://www.pubmatic.com/about-us.php</a>	Yes.	<a href="http://www.pubmatic.com/privacy-policy.php">http://www.pubmatic.com/privacy-policy.php</a>
OwnerIQ	Advertising	<a href="http://www.owneriq.com/about">http://www.owneriq.com/about</a>	Yes.	<a href="http://www.owneriq.com/privacy-policy">http://www.owneriq.com/privacy-policy</a>
Aggregate Knowledge	Advertising	<a href="https://www.neustar.biz/about-us">https://www.neustar.biz/about-us</a>	Yes.	<a href="https://www.neustar.biz/privacy/privacy_policy">https://www.neustar.biz/privacy/privacy_policy</a>

SaleCycle	Advertising	<a href="http://www.salecycle.com/">http://www.salecycle.com/</a>	Yes.	<a href="http://www.salecycle.com/cookie-policy/">http://www.salecycle.com/cookie-policy/</a>
PowerReviews	Advertising	<a href="http://www.powerreviews.com/about/">http://www.powerreviews.com/about/</a>	Yes.	<a href="http://www.powerreviews.com/privacy-policy/">http://www.powerreviews.com/privacy-policy/</a>
Pricespider	Advertising	<a href="http://www.pricespider.com/about-us/">http://www.pricespider.com/about-us/</a>	Yes.	<a href="http://www.pricespider.com/privacy-policy/">http://www.pricespider.com/privacy-policy/</a>
Rhythmone Beacon	Advertising	<a href="https://www.rhythmone.com/about">https://www.rhythmone.com/about</a>	Yes.	<a href="https://www.rhythmone.com/privacy-policy">https://www.rhythmone.com/privacy-policy</a>
Cquotient	Advertising	<a href="http://www.demandware.com/our-story/">http://www.demandware.com/our-story/</a>	Yes.	<a href="http://www.demandware.com/privacy-policy/">http://www.demandware.com/privacy-policy/</a>
Taboola	Advertising	<a href="https://www.taboola.com/our-story">https://www.taboola.com/our-story</a>	Yes.	<a href="https://www.taboola.com/privacy-policy">https://www.taboola.com/privacy-policy</a>
LinkedIn Ads	Advertising	<a href="https://www.linkedin.com/about-us">https://www.linkedin.com/about-us</a>	Yes.	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>
TripleLift	Advertising	<a href="http://www.triplelift.com/">http://www.triplelift.com/</a>	Yes.	<a href="http://www.triplelift.com/privacy-page/">http://www.triplelift.com/privacy-page/</a>
Ai Media Group	Advertising	<a href="http://aimediagroup.com/team">http://aimediagroup.com/team</a>	Yes.	<a href="http://aimediagroup.com/docs/AiPrivacyPolicy2.13.13.pdf">http://aimediagroup.com/docs/AiPrivacyPolicy2.13.13.pdf</a>
BidSwitch	Advertising	<a href="http://www.iponweb.com/who-we-are/about-us/">http://www.iponweb.com/who-we-are/about-us/</a>	Yes.	<a href="http://www.iponweb.com/privacy-policy">http://www.iponweb.com/privacy-policy</a>
Facebook Custom Audience	Advertising	<a href="https://www.facebook.com/business/">https://www.facebook.com/business/</a>	Yes.	<a href="https://www.facebook.com/full_data_use_policy">https://www.facebook.com/full_data_use_policy</a>
Google Dynamic Remarketing	Advertising	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
AdRoll Pixel	Advertising	<a href="https://www.adroll.com/about">https://www.adroll.com/about</a>	Yes.	<a href="https://www.adroll.com/about/privacy">https://www.adroll.com/about/privacy</a>

AdRoll Roundtrip	Advertising	<a href="https://www.adroll.com/about">https://www.adroll.com/about</a>	Yes.	<a href="https://www.adroll.com/about/privacy">https://www.adroll.com/about/privacy</a>
Answers Cloud Service	Comments	<a href="http://wiki.answers.com/page/about_us">http://wiki.answers.com/page/about_us</a>	Yes.	<a href="http://wiki.answers.com/about/legal_notices.html#privacy">http://wiki.answers.com/about/legal_notices.html#privacy</a>
WalkMe	Customer Interaction	<a href="https://www.walkme.com/about-us/">https://www.walkme.com/about-us/</a>	Yes.	<a href="https://www.walkme.com/privacy-policy/">https://www.walkme.com/privacy-policy/</a>
Salesforce Live Agent	Customer Interaction	<a href="http://www.salesforce.com/company/">http://www.salesforce.com/company/</a>	Yes.	<a href="http://www.salesforce.com/company/privacy/full_privacy.jsp">http://www.salesforce.com/company/privacy/full_privacy.jsp</a>
Google Tag Manager	Essential	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
Ensignten	Essential	<a href="http://www.ensighten.com/company/about-us/">http://www.ensighten.com/company/about-us/</a>	Yes.	<a href="http://www.ensighten.com/privacy-policy/">http://www.ensighten.com/privacy-policy/</a>
Iovation	Essential	<a href="https://www.iovation.com/about">https://www.iovation.com/about</a>	Yes.	<a href="https://www.iovation.com/legal/privacy/">https://www.iovation.com/legal/privacy/</a>
Google Analytics	Site Analytics	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
Adobe Analytics (Omniure)	Site Analytics	<a href="http://www.adobe.com/about-adobe.html?promoid=KLXND">http://www.adobe.com/about-adobe.html?promoid=KLXND</a>	Yes.	<a href="http://www.adobe.com/gr_en/privacy/marketing-cloud.html">http://www.adobe.com/gr_en/privacy/marketing-cloud.html</a>
C3 Metrics	Site Analytics	<a href="http://c3metrics.com">http://c3metrics.com</a>	Yes.	<a href="http://c3metrics.com/privacy/">http://c3metrics.com/privacy/</a>
New Relic	Site Analytics	<a href="https://newrelic.com/about">https://newrelic.com/about</a>	Yes.	<a href="https://newrelic.com/privacy">https://newrelic.com/privacy</a>
LinkedIn Analytics	Site Analytics	<a href="https://www.linkedin.com/about-us">https://www.linkedin.com/about-us</a>	Yes.	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>
Arbor	Site Analytics	<a href="http://liveramp.com/about/">http://liveramp.com/about/</a>	Yes.	<a href="http://liveramp.com/privacy/">http://liveramp.com/privacy/</a>

GA Audiences	Site Analytics	<a href="http://www.google.com/intl/en/about.html">http://www.google.com/intl/en/about.html</a>	Yes.	<a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
Facebook Connect	Social Media	<a href="https://www.facebook.com/FacebookforDevelopers">https://www.facebook.com/FacebookforDevelopers</a>	Yes.	<a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>
AddToAny	Social Media	<a href="https://www.addtoany.com/buttons/faq/">https://www.addtoany.com/buttons/faq/</a>	Yes.	<a href="https://www.addtoany.com/privacy">https://www.addtoany.com/privacy</a>

## CONTACT US

For any queries in relation to this Cookies and Tracking Technologies Policy, please contact us at [privacy@us.panasonic.com](mailto:privacy@us.panasonic.com). You may also call (855) 772-2891.