

# LIFESCRIBE COOKIE POLICY

Last Updated: June 24, 2025

## 1. INTRODUCTION

This Cookie Policy explains how LifeScribe, Inc. ("LifeScribe," "we," "us," or "our") uses cookies and similar tracking technologies on our Services.

BY USING OUR SERVICES, YOU CONSENT TO OUR USE OF COOKIES AND TRACKING TECHNOLOGIES AS DESCRIBED IN THIS POLICY. IF YOU DO NOT CONSENT, DO NOT USE OUR SERVICES.

## 2. TECHNOLOGIES WE USE

We use various tracking technologies including:

### 2.1 Cookies

Small data files stored on your device that track, save, and store information about your interactions and usage of the Services.

### 2.2 Web Beacons

Electronic images that allow us to count users, track behavior, and monitor engagement.

### 2.3 Local Storage

Technology that stores data locally on your device for extended periods.

### 2.4 Device Fingerprinting

Collection of device characteristics to identify and track devices across sessions.

### 2.5 Mobile SDKs

Software development kits that collect app usage data, device information, and user behavior.

## 3. CATEGORIES OF DATA COLLECTED

### **3.1 Essential Operations**

- Authentication tokens
- Security identifiers
- Session management
- Basic functionality

### **3.2 Analytics and Performance**

- Page views and navigation
- Feature usage
- Time spent
- Error tracking
- Performance metrics
- User flow analysis

### **3.3 Behavioral Tracking**

- Click patterns
- Content preferences
- Interaction heatmaps
- Scroll depth
- Engagement metrics
- Cross-device tracking

### **3.4 Commercial and Marketing**

- Ad impression tracking
- Conversion tracking
- Audience segmentation
- Retargeting data
- Lookalike modeling
- Attribution tracking

### **3.5 Third-Party Integration**

- Social media pixels
- Advertising networks
- Analytics providers
- Marketing platforms
- Data enrichment services

## **4. HOW WE USE TRACKING DATA**

## **4.1 Service Operations**

- Maintain sessions
- Enable features
- Ensure security
- Provide functionality

## **4.2 Analytics and Insights**

- Understand usage patterns
- Improve Services
- Develop features
- Optimize performance

## **4.3 Commercial Purposes**

- Create user segments
- Build behavioral profiles
- Generate marketing insights
- Develop saleable datasets
- Enable targeted advertising
- Support data monetization

## **4.4 Third-Party Sharing**

We share tracking data with:

- Advertising partners
- Analytics providers
- Data brokers
- Marketing platforms
- Business partners

# **5. THIRD-PARTY COOKIES**

Our Services include cookies from:

## **5.1 Analytics Services**

- Google Analytics
- Mixpanel
- Amplitude
- Hotjar
- Other analytics providers

## **5.2 Advertising Networks**

- Google Ads
- Facebook Pixel
- LinkedIn Insight
- Twitter Pixel
- Other ad networks

## **5.3 Marketing Tools**

- Customer engagement platforms
- Email marketing services
- Retargeting providers
- Attribution services

These third parties may combine data collected from our Services with other information they collect across the internet.

# **6. CROSS-SITE TRACKING**

We participate in cross-site tracking to:

- Build comprehensive user profiles
- Enable interest-based advertising
- Conduct market research
- Improve ad targeting
- Create lookalike audiences

# **7. DATA RETENTION**

Tracking data is retained:

- Cookie data: Up to 2 years
- Analytics data: Indefinitely
- Behavioral profiles: Indefinitely
- Aggregated data: Indefinitely

# **8. YOUR CHOICES**

## **8.1 Browser Settings**

You can manage cookies through browser settings, but this may impact Service functionality.

## **8.2 Industry Opt-Outs**

Visit industry opt-out pages:

- DAA: [aboutads.info/choices](http://aboutads.info/choices)
- NAI: [networkadvertising.org/choices](http://networkadvertising.org/choices)

Note: Opting out does not prevent all tracking or data collection.

## **8.3 Do Not Track**

We do not respond to Do Not Track signals.

## **8.4 Mobile Settings**

Adjust tracking in device settings, though this may limit app functionality.

# **9. SALE OF TRACKING DATA**

We may sell or license tracking data, including:

- Anonymized behavioral data
- Aggregated usage patterns
- Audience segments
- Marketing insights
- Trend analyses

This data helps third parties:

- Improve advertising
- Conduct market research
- Develop products
- Enhance targeting

# **10. INTERNATIONAL TRANSFERS**

Tracking data may be transferred to and processed in countries without equivalent privacy protections. By using our Services, you consent to these transfers.

# **11. UPDATES TO THIS POLICY**

We reserve the right to update this Policy at any time without notice. Changes are effective immediately upon posting. Continued use of the Services constitutes acceptance.

## **12. CONTACT**

For cookie-related inquiries: Email: [hello@trylivescribe.com](mailto:hello@trylivescribe.com)

BY USING OUR SERVICES, YOU ACKNOWLEDGE AND CONSENT TO OUR USE OF COOKIES AND TRACKING TECHNOLOGIES AS DESCRIBED IN THIS POLICY.