

# Cookies & Internet Advertising

Visiting Chess' websites with your browser settings adjusted to accept cookies tells us that you want to use Chess' products and services and that you consent to our use of cookies and other technologies to provide them to you as described in this notice. See below for information on how to modify the settings in your device to notify you when you receive a new cookie and disable cookies altogether.

## Cookies and How We Use Them

Cookies are unique identifiers that we transfer to your device to enable our systems to recognise your device and to provide features such as our Customer Portal and interest-based advertisements on other Web sites (e.g., those on the Google Network).

We also use cookies for additional purposes, including:

- Identifying you when you sign-in to our site. This allows us to provide you with product recommendations, display personalised content, recognise you as a Prime member, among other customised features and services we provide.
- Delivering content, including advertisements, relevant to your interests on Chess sites and third-party sites. Our interest-based ads are subject to your preferences as described in the next section.
- Keeping track of your specified preferences.
- Preventing fraudulent activities.
- Improving security.

Cookies allow you to take advantage of some of Chess's essential features. For instance, if you block or otherwise reject our cookies, you may not be able to use our Customer Portal or functionality within it.

## Cookies and Browser Settings

The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer.

## Internet Advertising

On Chess operated and unaffiliated sites, Chess displays interest-based advertising using information you make available to us when you interact with our sites, content, or services. Interest-based ads, also sometimes referred to as personalised or targeted ads, are displayed to you based on information from activities such as purchasing on our sites and visiting sites that contain Chess content or ads.

Like other online ad networks, we use cookies, web beacons (also known as action tags or single-pixel gifs), and other technologies (collectively, "cookies"). Cookies enable us to learn about what ads you see, what ads you click, and other actions you take on our sites and other sites. This allows us to provide you with more useful and relevant ads. For example, if we know what ads you are shown we can be careful not to show you the same ones repeatedly.

We do not associate your interaction with unaffiliated sites with your identity in providing you with interest-based ads.

We do not provide any personal information to advertisers or to third party sites that display our interest-based ads. However, advertisers and other third-parties (including the ad networks, ad-serving companies, and other service providers they may use) may assume that users who interact with or click on a personalised ad or content are part of the group that the ad or content is directed towards. Also, some third-parties may provide us information about you (such as demographic information or sites where you have been shown ads) from offline and online sources that we may use to provide you more relevant and useful advertising.

Third party advertisers or advertising companies working on their behalf sometimes use technology to serve the advertisements that appear on our sites directly to your browser. They automatically receive your IP address when this happens. They may also use cookies to measure the effectiveness of their advertisements and to personalise advertising content. We do not have access to or control over cookies or other features that advertisers and third party sites may use, and the information practices of these advertisers and third party websites are not covered by this Cookies & Internet Advertising page. Please contact them directly for more information about their privacy practices.

## Advertising Preferences

You may modify the settings in most browsers to notify you when you receive a new cookie and disable cookies altogether.

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