

COOKIES POLICY



2025

1. INTRODUCTION

To improve our website for all users, Wetpaint Advertising ("**Wetpaint**", "**we**" or "**us**") makes use of cookies and similar technologies ("**cookies**") to understand the user's individual interests using the identified device.

2. WHAT ARE COOKIES?

- 2.1. This website makes use of cookies to automatically collect information and data through the standard operation of the Internet servers. "**Cookies**" are small text files a website can use (and which we may use) to recognise repeat users, facilitate the user's on-going access to and use of a website and allow a website to track usage behaviour and compile aggregate data that will allow the website operator to improve the functionality of the website and its content, and to display more focused advertising to a user by way of third party tools.
- 2.2. If you do want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookies features. Please visit <https://www.allaboutcookies.org/> for further information on this.
- 2.3. Please note that cookies may be necessary to provide you with certain features available on our website, and thus if you disable the cookies on your browser you may not be able to use those features and your access to our website will therefore be limited.

3. WHICH COOKIES DO WE USE?

There are four types of cookies that Wetpaint utilises, each providing different functionality. These are:

- 3.1. **Essential Cookies:** Help make our website usable by enabling basic functions like navigation, login and access to secure areas of the website. Our website cannot function without these cookies.
- 3.2. **Functionality Cookies:** Enable us to remember information that changes the way the website behaves, for example your preferred language.
- 3.3. **Performance Cookies:** Help us to understand how visitors interact with our Website by collecting and reporting information anonymously. These cookies also help us provide accurate reading statistics for our publishers.
- 3.4. **Advertising Cookies:** These are used to track visitors across websites. The intention is to display ads that are relevant

4. OPTING OUT

To opt out of cookies, kindly activate the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all parts of the Website. For further information on opting out, please visit <https://www.allaboutcookies.org/>



5. THIRD PARTIES

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.