

Cookie Policy

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This cookie policy (the “**Cookie Policy**”) describes how the websites (collectively, the “**Website**”) that are operated by, controlled, or affiliated with Group Nine Media, Inc., its subsidiaries (including without limitation Thrillist Media Group, Inc., Seeker Media, Inc., TheDodo.com, Inc., NowThis Media, Inc.) and affiliated entities (collectively, “**Group Nine**,” “**we**,” or “**us**”) uses cookies and other similar technologies.

A. WHAT ARE COOKIES?

Group Nine places small data files called cookies on your device to ensure that the Website functions properly, to track how you use our Website, to improve our Website and your user experience, and to tailor our Website to your interests. Cookies are small text files that are saved on your computer or mobile device when you visit the Website. They enable the Website to record and/or remember your actions and preferences.

For more information, please visit www.allaboutcookies.org.

B. WHICH TYPES OF COOKIES DOES GROUP NINE USE?

Group Nine uses the following categories of cookies on this Website:

- **Strictly Necessary Cookies:** These cookies are essential in order to enable you to move around the Website and use its features. These cookies will be placed on your device and used even if you do not consent to the use of cookies.
- **Performance Cookies:** These cookies collect information about how you use the Website (e.g. which pages you go to most often) to improve how the Website works. We use these cookies only if you have consented via the cookie banner.
- **Functionality Cookies:** These cookies allow the Website to remember the choices that you make (e.g. language or the region you are in) and provide enhanced, more personal features. We use these cookies only if you have consented via the cookie banner.
- **Targeting/Advertising Cookies:** These cookies are used to deliver online advertisements on and off the Website that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaigns. The cookies remember that you have visited the Website and this information may be shared with other organizations, e.g. advertisers. We use these cookies only if you have consented via the cookie banner.

Please see below a more detailed list of the cookies we use on the Website.

The cookies used by Group Nine are either first party or third party cookies. First party cookies are set by Group Nine and share the same domain. Third party cookies, on the other hand, are stored by third party providers and organizations with different domains.

We use cookies that expire once you close your browser (called session cookies) and cookies that stay on your device until you delete them or they expire (called persistent cookies).

C. HOW CAN YOU CONTROL COOKIES?

Strictly necessary cookies are necessary to provide the Website to you. We use such cookies without your prior consent.

You have the ability to consent to some of the other cookies via the cookie banner on our Website.

You can withdraw your consent at any time by deleting the cookies or by turning off cookies and other third-party trackers via your web browser. If you do not accept all cookies or withdraw your consent, you may still browse the Website; however, in this case you may not be able to use the full functionalities of the Website.

As discussed above, you may configure the settings of your browser to activate, disable or delete cookies. Detailed instructions are provided by your browser. If you disable or delete cookies, however, you may have to manually adjust some preferences every time you visit the Website and some services and functionalities may not work.

D. WHICH SPECIFIC COOKIES DOES GROUP NINE USE?

We use the following cookies on our Website:

Strictly Necessary Cookies

Name of cookie	Purpose of cookies	Duration of storage
Vortex (X-Pinn-Medium, .Info, OrganicLaunched, PERSISTENT_SIGNUP)	Prevent Newsletter signup pop-up from appearing multiple times to make the website useable	1 year
Google Analytics(_gaq, ga) first party cookies	A counter for the number of pages visited	1 day
Chartbeat (_cb, _chartbeat2, _chartbeat5, _cb_svref, _cb_ls) first party cookies	A counter for the number of pages visited	1 day
GDPR Cookies (gdprconsentcookie)	Tracking the status of the user's cookie consent choices	1 year

- Google Analytics and Chartbeat use 1st party cookies for us which are only used on our domain. This means they do not track users across websites or online services. The cookies also do not collect full IP addresses or other personal data. For example, we use Google's IP Anonymizer for functionality for EU countries to help ensure that personal data is not collected through Google Analytics.

Functionality Performance Cookies

Name of cookie	Purpose of cookies	Duration of storage
ComScore Cookies (comScore)	Analytics	1 year
PageFair Cookies (bm_daily_unique, bm_last_load_status, bm_monthly_unique, bm_sample_frequency)	Analytics	1 year

Targeting/Advertising Cookies

Name of cookie	Purpose of cookies	Duration of storage
Double Click	Advertisement targeting and display	1 Year
Pressboard Cookie	Sponsored content metrics tracking	
NetRatings Site Census	Advertisement targeting and display	
Lotame	Advertisement targeting and display	
Google Publisher Tags	Advertisement targeting and display	
Twitter Retargeting Pixel	Advertisement targeting and display	
Facebook Audience Connect/	Advertisement targeting and display	
Nielsen Tags	Advertisement targeting and display	

- We are able to block the use of the cookies listed above when you opt out of cookies using the cookie consent banner on the Website. However, certain advertising technology providers do not permit us to control the tracking they perform through their advertising. Therefore, **your choice using the Website cookie consent banner will not affect the use of advertising technology provided by AppNexus, LiveRamp, and Facebook Beacon at this time.** We are working with these providers to build a solution that will allow our cookie consent banner to control all targeting/advertising cookies on the Website. You may use your browser options to block these cookies or delete them manually.

E. HOW MAY THIS COOKIE POLICY BE CHANGED?

Group Nine may, in its sole discretion, change this Cookie Policy from time to time. Any and all changes to Group Nine’s Cookie Policy will be reflected here and the date of new versions are posted will be stated at the top of this Cookie Policy. Please revisit this Cookie Policy when you return to this Website.

F. HOW CAN YOU CONTACT US?

If you have any questions regarding our Cookie Policy, please email us at compliance@groupninemedia.com.