

# DLUX TECH Cookie Policy

Last updated: October 25, 2022

## We Use Tracking Tools

We collect personal information about users over time and across different websites when you use this website. We also have third parties that collect personal information this way. To do this, we use several common tracking tools. These may include browser cookies, web beacons and similar technologies. To learn more about what tracking tools are and how they work visit [consumer.ftc.gov](https://consumer.ftc.gov).

Our vendors or third parties may place and use these tools on our sites or apps. In this policy “we” and “us” refers to DLUX TECH, Inc. and our affiliates. It also includes our vendors and third parties who are authorized to place tools on our sites or apps.

## Why We Use Tracking Tools

Some cookies are necessary for the operation of the DLUX TECH service: we refer to these as “essential cookies.” For example, a session cookie is used to maintain a user’s session while they are logged into the DLUX TECH web application.

We use tracking tools for many other reasons, including to engage in interest-based advertising. Interest-based advertising or “online behavioral advertising” is serving advertising content to you based on information gathered from you over time across multiple sites or other platforms. It includes serving ads to you after you leave our website, encouraging you to return. It also includes serving ads we think are relevant based on your browsing habits or online activities. These ads may be served on websites. They may also be served in emails. We may serve these ads, or third parties may serve ads about our products. The ads may be about our products or other companies’ products.

We may also use tracking tools:

- To recognize new or past website visitors.
- To improve our website and to better understand your visits on our platforms.
- To integrate with third party social media websites.
- To observe your behaviors and browsing activities over time across multiple websites or other platforms.
- To better understand the interests of our customers and our website visitors.

## **How We Gather Information For Interest-Based Advertising**

We use information you make available to us when you interact with us, our affiliates, and other third parties to decide what content is relevant to you. We gather this information using the tracking tools described above. For example, we or our partners may look at your purchases or browsing behaviors. We or our partners may also look at your location. In addition, we may look at these activities on our platforms or the platforms of third parties.

We work with third parties who help gather this information. These third parties may link your name or email address to other information they collect. Such information may include your past purchases made offline, online, or online usage information.

## **How To Control Certain Tracking Tools**

Cookies that DLUX TECH sets on its website can be controlled by visiting the Cookie Settings link on our homepage (DLUXTECH.com).

In addition, your browser may give you the ability to control cookies. How you do so depends on the type of cookie. You can set your browser to reject cookies. To find out more about how to control cookies from your web browser, please visit the FTC's online guide. If you deselect certain cookies, we will either prevent them from being set or disable any scripts that may use them to track you.

**Our Do Not Track Policy:** Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

*Choices you make are both browser and device specific.*

## **How To Control Interest-Based Advertising**

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt-out of interest based advertising you can visit the DAA's WebChoices Tool and follow the instructions on that page. (Not all companies that may set advertising cookies participate in the DAA program).

*Choices you make are both browser and device specific.*