

## Wall of ... Sites Cookie Policy

Welcome to the Wall of ... Sites Platform. This is one in a series of wall sites herein collectively referred to as "Wall of ... sites Platform" or "Wall of ... sites".

***The mission of the Wall of... sites Platform is to provide a location for individuals to share meaningful true stories.*** Each site has a specific theme and a main wall which displays a grid of pictures. Clicking on any of the pictures will take you to that individual's story. The sharing of the story is meant to provide entertainment, comfort, laughter, etc. It is our desire to make users of the Wall of ... sites Platform feel safe in order to provide a positive experience for everyone.

Date of last revision: January 10, 2018

The Wall of ... sites Platform uses cookies, in combination with pixels, local storage objects, and similar devices (collectively, "cookies" unless otherwise noted) to distinguish you from other users of the Wall of ... sites Platform. This helps us provide you with a good experience, improve our service, and to personalize ads and content to you while you use the Wall of ... sites Platform.

This cookie policy ("Cookie Policy") describes the types of cookies we use on the Wall of ... sites Platform and our purposes for using them.

If you have questions about this Cookie Policy, or if you would like a detailed list of the cookies that we currently use on the Wall of ... sites Platform, please contact us via our Contact Us page.

### Your Consent

You consent to placement of cookies on your browser by us and our third-party service providers. Please read this Cookie Policy carefully for details about why we use cookies and the information they collect from and about you.

### Withdraw Your Consent at Any Time

If you do not wish to accept cookies in connection with your use of the Wall of ... sites Platform, you will need to delete, and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling cookies will affect the functionality of the Wall of ... sites Platform, and may prevent you from being able to access certain features on the Wall of ... sites Platform.

### What Is a Cookie?

A cookie is a small file of letters and numbers that we store on your browser. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies as soon as you visit the Wall of ... sites Platform.

### Key Concepts

***First and third-party cookies:*** whether a cookie is 'first' or 'third' party refers to the domain placing the cookie.

- First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by <http://www.wallof-brokenhearts.com>).
- Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

**Persistent cookies:** these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies:** these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

## How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of the Wall of ... sites Platform. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the Wall of ... sites Platform.

**Changing your Cookie Settings.** The browser settings for changing your cookies settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

**More information.** To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [About Cookies](#) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

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## What Cookies Do We Use and Why?

Generally the Wall of ... sites Platform uses cookies to distinguish you from other users of the Wall of ... sites Platform. This helps us to provide you with a good experience when you browse the Wall of ... sites Platform and also allows us to improve it.

The cookies we may use on the Wall of ... sites Platform may be categorized as follows:

- Strictly necessary
- Performance
- Functionality
- Targeting

Some cookies may fulfill more than one of these purposes.

**'Strictly Necessary'** cookies let you move around the Wall of ... sites Platform and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

We use these Strictly Necessary cookies to:

- Identify you as being logged in to the Wall of ... sites Platform and to authenticate you
- Make sure you connect to the right service on our Wall of ... sites Platform when we make any changes to the way it works
- For security purposes

Accepting these cookies is a condition to using the Wall of ... sites Platform, so if you prevent these cookies we can't guarantee how the Wall of ... sites Platform or the security on the Wall of ... sites Platform will perform during your visit.

**'Performance' cookies** collect information about how you use the Wall of ... sites Platform e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how the Wall of ... sites Platform works, understand the interests of our users, and measure the effectiveness of our advertising.

We use performance cookies to:

- Carry out web analytics: Provide statistics on how the Wall of ... sites Platform is used
- Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site
- Obtain data on the number of users of the Wall of ... sites Platform that have viewed a product or service
- Help us improve the Wall of ... sites Platform by measuring any errors that occur
- Test different designs for the Wall of ... sites Platform

Some of our performance cookies are managed for us by third parties.

**'Functionality' cookies** are used to provide services or to remember settings to improve your visit.

We use 'Functionality' cookies for such purposes as:

- Remember settings you've applied such as layout, text size, preferences and colors
- Remember if we've already asked you if you want to fill in a survey
- Remember if you have engaged with a particular component or list on the Wall of ... sites Platform so that it won't repeat
- Show you when you're logged in to the Wall of ... sites Platform
- To provide and show embedded video content

Some of these cookies are managed for us by third parties.

**'Targeting' cookies** are used to track your visit to the Wall of ... sites Platform, as well other websites, apps and online services, including the pages you have visited and the links you have followed, which allows Wall of ... sites to display targeted ads to you on the Wall of ... sites Platform.

We may use targeting cookies to:

- Display targeted ads within the Wall of ... sites Platform.
- To improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the Wall of ... sites Platform.

### **Additional Information About Third Party Analytics in use on the Wall of ... sites Platform**

**Facebook Connect.** For more information about what Facebook collects when you use Facebook buttons on the Wall of ... sites Platform, please see: [Data Policy](#).

**Twitter.** For more information about what Twitter collects when you use Twitter buttons on the Wall of ... sites Platform or visit pages on the Wall of ... sites Platform that include these buttons, please see: <https://twitter.com/en/privacy>.

**Google Analytics:** For more information about Google Analytics cookies, please see Google's help pages and privacy policy: [Google's Privacy Policy](#), [Google Analytics Help pages](#)

Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser here.

Google Analytics is a web analytics service provided by Google, Inc. ("Google"). Google uses cookies to help us analyze how users use the Wall of ... sites Platform. The information generated by the cookie about your use of the Wall of ... sites Platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the United States. On behalf of the Wall of ... sites Platform, Google will use this information for the purpose of evaluating your use of the Wall of ... sites Platform, compiling reports on your activity for us and third parties who help operate and provide services related to the Wall of ... sites Platform. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this notice. However, please note that if you do this, you may not be able to use the full functionality of the Wall of ... sites Platform. Furthermore, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/...>

Further information concerning the terms and conditions of use and data privacy for Google Analytics can be found at <http://www.google.com/analytics/...> or at [https://www.google.de/intl/en\\_uk...](https://www.google.de/intl/en_uk...)

Please note that on the Wall of ... sites Platform, Google Analytics code is supplemented by "gat.\_anonymizeIp();" to ensure an anonymized collection of IP addresses (so called IP-masking).

#### **More Information About Cookies**

##### ***Internet Advertising Bureau***

A guide to behavioral advertising and online privacy that has been produced by the internet advertising industry can be found at: [Your Online Choices | EDAA](#)

##### ***International Chamber of Commerce United Kingdom***

Information on the ICC (UK) UK cookie guide can be found on the ICC website section: <http://www.international-chamber...>