

COOKIES POLICY (Last Updated March 20/2023)

ABOUT COOKIES POLICY

The “Howly” website may use "cookies" to help you personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalise “Howly” pages, or register with “Howly” site or services, a cookie helps “Howly” to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same “Howly” website, the information you previously provided can be retrieved, so you can easily use the “Howly” features that you customised.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the “Howly” services or websites you visit.

COOKIES THAT WE USE

We use cookies for the following purposes:

- a. authentication - we use cookies to identify you when you visit our website and as you navigate our website.
- b. status - we use cookies to help us to determine if you are logged into our website.
- c. personalisation - we use cookies to store information about your preferences and to personalise the website for you.

- d. security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally.
- e. analysis - we use cookies to help us to analyse the use and performance of our website and services.
- f. cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally.

DOES HOWLY USE COOKIES FOR MARKETING AND ANALYTICS?

Yes, we may use information collected from our cookies to identify user behaviour and to serve content and offers based on your profile, and for the other purposes described below, to the extent legally permissible in certain jurisdictions.

In other cases, we can associate cookie information (including information from cookies placed via our advertisements on third party sites) with an identifiable individual. For example:

- If we send you a targeted email which includes web beacons, cookies or similar technologies we will know whether you open, read, or delete the message.
- When you click a link in a marketing e-mail you receive from Howly, we will also use a cookie to log what pages you view and what content you download from our websites, even if you are not registered at or signed into our site.
- Combining and analysing personal data – As described above, we may combine data from publicly available sources, and from our different e-mail, website, and personal interactions with you (this includes information collected across our different websites such as our careers and corporate sites and information collected when you sign-up or log on to our sites or connect to our sites using your social media credentials. We combine this data to better assess your experience with Howly and to perform the other activities described throughout our privacy policy.