

## COOKIE NOTICE

To make Prime Holdings Insurance Services, Inc. and its subsidiaries and affiliates’ (collectively “Prime”) websites and applications (collectively the “Sites”) work properly, and to provide the most relevant products and services to our customers, we place small data files called cookies on your device. This Cookie Notice provides you with information about cookies and how to control them on our Sites.

### What is a Cookie?

A cookie is a string of information that is sent by a website and stored on your hard drive or temporarily in your device’s memory that enables the sites or service providers systems to recognize your browser and capture and remember certain information. Cookies on our Sites may be delivered in a first-party (set by a Prime website or app) or third-party (set by another website or app) context and may also be set in association with emails you receive from us.

### Cookies Used on Our Sites

We use cookies to help us remember and process your requests, understand and save your preferences for future visits, and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. You may use the following cookies when you visit our Sites.

1. **Performance & Functionality Cookies.** These cookies track how you interact with our Sites so we can fix bugs and improve our user experience. These cookies may also save your user preference to make using our Sites easier.

Cookie Name	Source	Expiry	Purpose	How to Block
Google Tag Manager	Google	24 hours	A Google Tracker Tag gathers visitor analytics by measuring tag configurations and is used to enhance content and visitor experience.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.

2. **Analytics & Marketing Cookies.** We use Google Analytics cookies to collect information about how visitors use our Sites. These cookies collect information in the aggregate to give us insight into how our Sites are being used. We anonymize IP addresses in Google Analytics, and the anonymized data is transmitted to and stored by Google on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. The following table has more information about these cookies. We also use marketing cookies that deploys a cookie when a user interacts with a marketing communication, such as a marketing email or a marketing-based landing page on our website. This cookie collects personal information such as your name, which pages you visit on our website, your history arriving at our website, your purchases from Prime, and the

like. Collected information is used to evaluate the effectiveness of our marketing campaigns or to provide better targeting for marketing. The following table provides more information about these types of cookies.

<b>Cookie Name</b>	<b>Source</b>	<b>Expiry</b>	<b>Purpose</b>	<b>How to Block</b>
Google Analytics	Google	24 hours	Google Analytics collects anonymous analytics from visitors. The data is used to enhance content and visitor experience.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Yahoo Analytics	Yahoo	24 Hours	Yahoo Analytics collects anonymous analytics from visitors to enhance content and visitor experience.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Facebook Connect	Facebook	1 year	Facebook Connect is a single sign-on application which allows visitors to interact on Prime’s Sites through the visitor’s Facebook account.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
ClickDimensions	ClickDimensions	Every 30 minutes	A cookie used to track visitors for ClickDimensions' Automation Software.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Marin Search Marketer	Marin Software	24 Hours	Tracks visitor usage and behavior to assist Prime in managing search, display, and social marketing.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing,

				Advertisement & Personalization.” Or you can block cookies in your browsers settings.
DoubleClick Floodlight	Google	24 Hours	Tracks visitor usage and behavior to track and report conversions that originate from ads via DoubleClick.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
PulsePoint	PulsePoint	24 Hours	Tracks visitors and analyzes behavior to better provide content and advertisements to visitors.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
AppNexus	AppNexus	24 Hours	Uses unique cookies to distinguish between unique web browsers, and to store data for advertising purposes, including interest-based advertising.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
DoubleClick	DoubleClick	24 Hours	DoubleClick tracks visitor browsing behavior to provide us with information regarding the type of advertisements visitors might like to see.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Facebook Custom Audience	Facebook	24 Hours	Cookies set to integrate with Facebook to provide custom ads based on visitor's interests.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement &

				Personalization.” Or you can block cookies in your browsers settings.
Perfect Audience	Perfect Audience	24 Hours	A tracker that uses anonymous analytics to provide ads based on a visitor's interests.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Taboola	Taboola	24 Hours	Tracker used to collect anonymous analytics for marketing purposes and provide visitors with a personalized ad experience.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Moat	Moat	24 Hours	A tracker that collects anonymous analytics from visitors to improve user experience and provide advertisement based on the visitor's interests.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Outbrain	Outbrain	24 Hours	A tracker that collects anonymous analytics from visitors, including content engagement, so future content can be fine-tuned.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or you can block cookies in your browsers settings.
Yahoo DOT Tag	Yahoo	24 Hours	A Yahoo tracker tag that collects analytics from visitors and measures content popularity as well as engagement.	Click on “Settings” on our Cookie Notice prompt when the website loads. Then disable the option for “Analytics, Marketing, Advertisement & Personalization.” Or

				you can block cookies in your browsers settings.
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### **Third Party Website Cookies**

Third party cookies are cookies set by someone other than Prime for purposes such as collecting information on user behavior, demographics, or personalized marketing. When using our Sites, you may encounter embedded content, such as YouTube videos, or you may be directed to other websites for such activities as surveys, or complete purchases through third party payment providers. These websites and embedded content may use their own cookies. We do not have control over the placement of cookies by other websites, even if you are directed to them from our Sites.

### **How to Control and Delete Cookies**

#### **1. Consent Pop-Up**

If you are in the European Union, the Prime Cookie Consent Pop-up can be utilized to customize your cookie preferences. The tool will record when you have consented to our cookie notice and will ask for consent. The consent pop-up specifically controls non-essentially cookies set by using our Sites. Essential cookies cannot be disabled, nor can the tool be used to block cookies on third-party websites linked from our website.

#### **2. Using Your Browser**

Many of the cookies used on our Sites can be enabled or disabled through our consent pop-up or by disabling the cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the “Help,” “Tools” or “Edit” menus in your browser. Please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

### **Cookies that Have Been Set in the Past**

Collection of your data from our analytics cookies can be deleted. If cookies are deleted, the information collected prior to the preference change may still be used, however, we will stop using the disabled cookie to collect any further information from your user experience. For our marketing cookie, when a user opts out of tracking, a new cookie is placed to prevent users from being tracked.

### **Questions?**

For more information, feel free to contact our privacy team at [privacy@primeis.com](mailto:privacy@primeis.com)