

# NEUREALITY COOKIE POLICY

Last revised: November 17, 2020

## INTRO

This cookie policy (“**Cookie Policy**”) explains how NeuReality Ltd. (“**NeuReality**” or “**we**”), uses cookies, similar tracking technology and your related choices. For more information on other ways we collect and use information from you and your use of our websites and services, at [www.neureality.ai](http://www.neureality.ai) (“**Website**”), please see our Privacy Policy (“**Privacy Policy**”). In this Cookie Policy we use the term “cookies” to refer to any applicable tracking technologies described herein. Any capitalized terms not otherwise defined in this Cookie Policy shall have the meaning ascribed to them in the Privacy Policy.

## 1. WHAT ARE COOKIES AND SIMILAR TECHNOLOGIES?

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- **Cookies** are small text files that are stored on your device to help websites and mobile apps remember things about you. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire. To learn more about cookies, visit <http://www.allaboutcookies.org/>.
- **Pixel Tags** (also known as web beacons or clear GIFs) are transparent images, iFrames, or JavaScript placed on a website or in marketing emails that are used in order to understand how you interact with such websites or emails.
- **Social Media Features**, such as the Facebook “like” button, may collect your IP address and which page you are visiting on a website, and may set a cookie to enable the feature to function properly. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media Features.
- **Single Sign-on** allows you to log in to certain websites or mobile applications using sign-in services provided by third parties, such as Facebook or Google. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign-up form.
- **Ad ID** is a unique number issued to you by an entity which received your permission to serve you with advertisements. The Ad ID allows persons or entities with whom you interact to gather and store information they learn about you in connection with your Ad ID. Most entities that have assigned you with an Ad ID allow you to delete or change such Ad ID and thereby prevent third parties from collecting information concerning your behavior across multiple sessions. To learn more about Ad ID and how change or delete it on Android and Apple, please refer to <https://www.androidguys.com/tips-tools/how-to-disable-personalized-ads-on-android/> and <https://support.apple.com/en-il/HT205223>.

## 2. HOW WE USE COOKIES

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The cookies we use can be classified in one of the following categories:

Strictly Necessary cookies	We use these cookies to enable you to use our Website's features, such as enabling movement between pages and remembering information you enter on forms.  <b>Without these necessary cookies, services and functions on our Website will not be possible and our Website will not perform as it should.</b>
Security cookies	We use these cookies to help identify and prevent security risks.
Performance and Analytics cookies	We use these cookies to collect information about Users' use of our Website to help improve the way the it works.
Functionality and Preference cookies	We use these cookies to remember the choices you make such as which language you prefer and to provide you with personalized features.

## 3. WHAT COOKIES WE USE

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We use the following First and Third-Party Cookies:

Cookie Name	Type	Purpose / Functionality / Policies & Links	Expiry
Google Analytics	3 <sup>rd</sup> P.	Google provides anonymized data about the visits made to our Website. <a href="https://policies.google.com/privacy?hl=en&amp;gl=uk">https://policies.google.com/privacy?hl=en&amp;gl=uk</a>	

## 4. YOUR CHOICES

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- **Strictly Necessary Cookies:**
  - Because these cookies are essential to operate our Website, there is no option to opt out of these cookies.
- **Other Cookies:**
  - You can follow the instructions provided by your web browser or mobile browser (usually located within the "Help", "Tools" or "Edit" facility) to modify your cookie and Ad ID settings.
  - You can opt out of third-party tracking technologies by following the instructions provided by each third-party service provider in its privacy policy.
- **Deletion of Cookie history:**
  - You can choose to delete your cookie history and to opt-out from future usage of cookies by NeuReality, by emailing us at **office@neureality.ai**
  - Your request to delete your cookies shall take effect within a reasonable timeframe from receipt of your request.

## 5. DO NOT TRACK

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We do not currently commit to responding to your browsers' 'Do Not Track' signals with respect to our Website, in part, because no common industry standard for 'Do Not Track' has been adopted by regulators,

including no consistent standard of interpreting a user's intent. We are committed to monitoring the developments around 'Do Not Track' and the implementation of a standard.

## 6. CHANGES TO THIS COOKIE POLICY

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We may update this Cookie Policy from time to time. We encourage you to periodically review this Cookie Policy to stay informed about our use of cookies, the information we collect via cookies, and any updates in relation thereto. If we make any changes to this Cookie Policy that significantly impact the way we use cookies, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Website. Your continued use of our Website constitutes your agreement to this Cookie Policy and any updates.

## 7. CONTACT US

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If you have any questions about our use of cookies, please contact us at: **office@neureality.ai**