COOKIES POLICY

LAST MODIFIED:
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Like many website operators, Venu and its analytics vendors use server logs and automated data collection tools, such as browser cookies, pixel tags, scripts and web beacons. These tools are used for analytics purposes to enable us to understand how users interact with the Site and for advertising our Services and organization on the Internet.

What is a cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that provided the cookie to you. There are several types of cookies:

- **Session cookies** provide information about how a website is used during a single browser session while a user is visiting a website. Session cookies usually expire after the browser is closed.

- **Persistent cookies** remain on your device between different browser sessions for a set amount of time in order to enable the website to remember user preferences, settings, or actions across other sites. A persistent cookie will remain on a user's device for a set period of time specified in the cookie.

- **First-party cookies** are cookies set by the operator of the website you are visiting.

- **Third-party cookies** are cookies set by third parties that are different from the operator of the website you are visiting.

Our collection of cookies

We, our marketing partners, affiliates, and analytics or service providers use cookies and other similar technologies. We group the cookies that we collect into the following categories based upon their function (note that all types of cookies, as described above, may be found in each category):

Category	Description
Essential Cookies	Essential cookies are sometimes called "strictly necessary" as without them we cannot operate and administer the Site.
Analytics or Performance Cookies	These cookies track information about visits to the Site so that we can make improvements and report our performance. For example: analyze visitor and user behavior so as to provide more relevant content or suggest certain activities. They collect information about how visitors use the Site, which site the user came from, the number of each user's visits and how

	long a user stays on the Site. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.
Functional or Preference Cookies	During your visit to the Site, cookies are used to remember information you have entered or choices you make on the Site. They also store your preferences when personalizing the Site to optimize your use of the Site. These preferences are remembered, through the use of the persistent cookies, and the next time you visit the Site, you will not have to set them again.
Targeting or Advertising Cookies	These cookies are placed by third party advertising platforms or networks in order to, deliver ads and track ad performance, enable advertising networks to deliver ads that may be relevant to you based upon your activities (this is sometimes called "behavioral" "tracking" or "targeted" advertising) on the Site. They may subsequently use information about your visit to target you with advertising that you may be interested in, on the Site and other websites.

Third-party cookies

The Site allows third-parties to place cookies on your Internet-connected device in order to deliver advertisements based upon your web-browsing habits and history. However, you can restrict the third-party collection of cookies through the instructions provided in the section How To Opt-Out Of Tracking And Restrict Cookies below.

Web beacons, pixels, tags and scripts

In addition to cookies, we use other technologies to recognize and track visitors to Venu's websites. A web beacon (also known as a "tracking pixel" or "clear GIF") is a clear graphic image (typically a one-pixel tag) that is delivered through a web browser or HTML email, typically in conjunction with a cookie. Web beacons allows us certain functionality, for example, monitoring how users move from one page within a website to another, to track access to our communications, to understand whether users have come to a website from an online advertisement displayed on a third-party website, to measure how ads have been viewed and to improve site performance.

These technologies may be used on our Site or in our emails to help us to deliver cookies, count visits, understand usage of our Site, campaign effectiveness and determine whether an email has been opened and acted upon.

Analytics

We may use service providers to provide site metrics and other analytics services. These service providers may use cookies (see above); web beacons (also called clear GIFs or pixels), which are small blocks of code that allow us to measure the actions of visitors using Venu's Site; and other technologies to collect information, such as your IP address, identifiers associated with your device, other applications on your device, the browsers you use to access our site and Services, webpages viewed, time spent on webpages, links clicked and conversion information (e.g., transactions entered into). This information may be used by Venu and its service providers on behalf of Venu to analyze and track usage of our Site and Services to determine the popularity of certain content and to better understand how you use our Site and Services.

We use Google Analytics on the Site to analyze how individuals use the Site. We will package up information about how individuals interact with our Site and send it to Google Analytics to be processed into reports. This information includes basic pageviews and visit data such as device type, operating system, and browser type. When Google Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a user's device is mobile or desktop, or which browser they're using. If, at any time, you choose not to participate in the use of analytics software, please use your web browser's available opt-outs as described in the section How To Opt-Out Of Tracking And Restrict Cookies.

Advertising

We also have partnered with third-party advertising networks that collect information about your online web browsing habits to serve you with interest-based advertisements. The information collected about you to serve these ads can include your IP address, unique online identifiers, your activity on our Site and information about your operating system, browser and platform and other technology on the devices you use to access the Site.

For example, we use Google Analytics Advertising cookies to identify what advertisements you see when you browse the Internet and how you have interacted with them. We may use this information for our own advertising or it could be pooled together by Google from your interactions with other websites to determine what kind of advertisements you may see on the Internet.

The Meta Pixel is a snippet of code that sends data back to Meta about people who uses this Site and allows us to provide custom advertising on Meta properties (like Facebook and Instagram). The data provided to Meta may include information about how you interact with our Site, including your search queries and interactions.

Do Not Track

Do Not Track ("DNT") is an optional browser setting that allows you to express your preferences regarding tracking across websites. Most modern web browsers give you the option to send a Do Not Track signal to the websites you visit, indicating that you do not wish to be tracked. However, there is no accepted standard for how a website should respond to this signal, so we do not take any action in response to this signal. Venu does not have a mechanism in place to respond to DNT signals. Instead, in addition to publicly available external tools, we offer you the choices described in this Cookies Policy to manage the collection and use of information about you.

How To Opt-Out Of Tracking And Restrict Cookies

You can opt-out of the tracking of your online behavior by:

- visiting the Network Advertising Initiative (NAI) website opt-out page: http://www.networkadvertising.org/choices;

- visiting the Digital Advertising Alliance (DAA) opt-out page: http://www.aboutads.info/; and

- downloading and installing the Google browser plug-in from the following link: http://tools.google.com/dlpage/gaoptout.

You can control and delete cookies through your browser settings through the following:

- Google Chrome

- [Mozilla Firefox](#)
- [Safari](#)
- [Opera](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Safari for iOS (iPhone and iPad)](#)
- [Chrome for Android](#)

Please be aware that restricting cookies may impact the functionality of the Site. Additional general information about cookies, including how to be notified about the placement of new cookies and how to disable cookies, can be found at www.allaboutcookies.org.

Alternatively, you may visit the U.S. Federal Trade Commission's website www.consumer.ftc.gov to obtain comprehensive general information about cookies and how to adjust the cookie settings on various browsers.