

Cashman Equipment Cookie Policy

Effective Date: January 1, 2023

Like many other companies, we use cookies and other tracking technologies (such as pixels and web beacons) (collectively, “Cookies”) when you visit our website (“Site”) and use the services provided through our Site (“Services”). This Cookie Policy explains how we use Cookies and how you can manage them. Please review our [Privacy Policy](#) to learn more about our privacy practices.

This Cookie Policy covers the following topics:

1. Cookies and Online Tracking Technologies We Use
2. How You Can Manage Cookies
3. How to Contact Us

1. Cookies and Online Tracking Technologies We Use

“Cookies” are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We may use the following types of Cookies:

Strictly Necessary Cookies

These Cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you that amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these Cookies, but some parts of the Site will not then work. These Cookies do not store any personally identifiable information.

We use Google reCAPTCHA, a free service provided by Google, Inc., to protect our Site from spam and abuse. Google reCAPTCHA uses advanced risk analysis techniques to decipher humans and bots. Google reCAPTCHA works differently depending on what version is deployed. For example, you may be asked to check a box indicating that you are not a robot or Google reCAPTCHA may detect abusive traffic without user interaction. Google reCAPTCHA works by transmitting certain types of information to Google, such as the referrer URL, IP address, visitor behavior, operating system information, browser and length of the visit, cookies, and mouse movements. Your use of Google reCAPTCHA is subject to Google’s [Privacy Policy](#) and [Terms of Service](#). More information as to Google reCAPTCHA and how it works is available [here](#).

Performance Cookies

These Cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Site. They help us to know which pages are the most and least popular and see how visitors move around the Site. If you do not allow these Cookies, we will not know when you have visited our Site and will not be able to monitor its performance.

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of the tracking of analytics by Google, click [here](#).

Functional Cookies

These Cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these Cookies, then some or all of the Services may not function properly.

Targeting Cookies

These Cookies may be set through our Site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other websites. If you do not allow these Cookies, you will experience less targeted advertising.

2. How You Can Manage Cookies

Browser Settings

Cookies can be blocked by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies), you may not be able to access all or parts of the Site. You can find out more about Cookies and how to manage them by visiting www.AllAboutCookies.org.

Platform Controls

You can opt out of Cookies set by specific entities by following the instructions found at these links:

- Adobe: <https://www.adobe.com/privacy/opt-out.html>
- Google: <https://adssettings.google.com>
- Facebook: <https://www.facebook.com/about/ads>
- LinkedIn: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>
- Microsoft: <https://account.microsoft.com/privacy/ad-settings/>

Advertising Industry Resources

You can understand which entities have currently enabled Cookies for your browser or mobile device and how to opt-out of some of those Cookies by accessing the [Network Advertising Initiative's website](#) or the [Digital Advertising Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

Please note that these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

3. How to Contact Us

To contact us for questions or concerns about our privacy policies or practices please email dataprivacy@cashmanequipment.com or call 800-937-2326.