

## **Scope and Consent**

This Privacy Notice describes our collection, use, disclosure, retention, and protection of your personal information. It applies to any CounterBean Inc. (CounterBean) site where this Privacy Notice appears in the footer, and to any CounterBean Inc. application, service, or tool (collectively "Services") where this Privacy Notice is referenced, regardless of how you access or use them, including through mobile devices.

**By using our Services and/or registering for an account with us, you are accepting the terms of this Privacy Notice and our User Agreement, and you are consenting to our collection, use, disclosure, retention, and protection of your personal information as described in this Privacy Notice.** If you do not provide the information we require, we may not be able to provide all of our Services to you.

If you reside in the United States, you are contracting with CounterBean Inc., 40865 Terry Terrace, Fremont, CA 94539, USA. We currently do not offer services outside of the United States.

The company you are contracting with is your data controller, and is responsible for the collection, use, disclosure, retention and protection of your personal information in accordance with our privacy standards as well as any applicable laws. Your data controller may transfer data to other members of the CounterBean Inc. corporate family as described in this Privacy Notice. We may process and retain your personal information on our servers in the U.S. and elsewhere in the world where our data centers are located.

## **Personal Information**

"Personal information" is information that can be associated with a specific person and could be used to identify that specific person whether from that data or from that data and other information that CounterBean Inc. has or is likely to have access to. We do not consider personal information to include information that has been made anonymous or aggregated so that it can no longer be used to identify a specific person, whether in combination with other information or otherwise.

## **Changes to this Notice**

We may amend this Privacy Notice at any time by posting the amended terms on our website. All amended terms automatically take effect 30 days after they are posted. We will announce any material changes to this Privacy Notice through the CounterBean Inc. Message Center and/or via email.

## **Privacy Standards**

CounterBean Inc. has established privacy standards. They are our commitment to protect your personal information and honor our privacy obligations regardless of where your personal information is collected, processed, or retained within our CounterBean Inc. corporate family.

## **Collection**

We collect, process, and retain personal information from you and any devices (including mobile devices) you may use when you: use our Services, register for an account with us, provide us information on a web form, update or add information to your account, participate in community discussions, chats, or dispute resolution, or when you otherwise correspond with us regarding our Services.

The personal information we collect includes the following:

**Personal information you give us when you use our Services or register for an account with us**

- Identifying information such as your name, addresses, telephone numbers or email addresses when you register for an account with us
- Information you provide during a transaction, or other transaction-based content that you generate or that is connected to your account as a result of a transaction you are involved in
- Other content that you generate, or that is connected to your account (such as adding items to your basket, adding items to your Watch List, creating collections, and following other collections and sellers)
- Financial information (such as credit card or bank account numbers) in connection with a transaction
- Postage, billing and other information used to purchase or post an item, as well as, where postal services are provided through one of our programs, information required to clear customs (such as Tax ID or other identification numbers) and relevant postage information (such as tracking numbers and tracking updates).
- In some instances, when you use our Services, you may provide age, gender, interests and favorites
- You may also provide us other information through a web form, by updating or adding information to your account, through your participation in community discussions, chats, dispute resolution, or when you otherwise correspond with us regarding our Services
- Additional information we are required or authorized by applicable laws to collect and process in order to authenticate or identify you or to verify the information we have collected

**Personal information we collect automatically when you use our Services or register for an account with us**

- We also collect information about your interaction with our Services, your advertising preferences, and your communications with us. This is information we receive from the devices (including mobile devices) you use when you use our Services, register for an account with us, provide us information on a web form, update or add information to your account, participate in community discussions, chats, or dispute resolution, or when you otherwise correspond with us

regarding our Services. This information comprises the following: Device ID or unique identifier, device type, ID for advertising, and unique device token.

- Geo-location information, including location information from your mobile device. Keep in mind that most mobile devices allow you to control or disable the use of location services by any application on your mobile device in the device's settings' menu.
- Computer and connection information such as statistics on your page views, traffic to and from the sites, referral URL, ad data, your IP address, your browsing history, and your web log information.

### **Personal information we collect using cookies, web beacons, and similar technologies**

We use cookies, web beacons, unique identifiers, and similar technologies to collect information about the pages you view, the links you click, and other actions you take on our Services, within our advertising or e-mail content. For more information about our use of these technologies and how to control them, see our notice on Cookies, Web Beacons and Similar Technologies.

### **Personal information from other sources**

- We may supplement the personal information we collect with information from third parties and add it to your account information. For example, we may collect and use demographic information that is publically available, additional contact information, credit check information, and information from credit bureaus, as allowed by applicable laws.
- We may allow you to share information with social media sites, or use social media sites to create your account or to connect your account with the respective social media site. Those social media sites may give us automatically access to certain personal information retained by them about you (e.g., content viewed by you, content liked by you, and information about the advertisements you have been shown or may have clicked on, etc.). If you provide us with access to any site with video content, then you agree that we may share your video viewing with, or obtain information about your video viewing from, third-party social media sites for at least two years or until you withdraw consent. You control the personal information you allow us to have access to through the privacy settings on the applicable social media site and the permissions you give us when you grant us access to your personal information retained by the respective social media site about you. By associating an account managed by a social media site with your account and authorizing us to have access to this information, you agree that we may collect, use and retain the information provided by these social media sites in accordance with this Privacy Notice.
- If you give us personal information about someone else, you must do so only with their explicit and prior consent. You have to inform them how we collect, use, disclose, and retain their personal information according to our Privacy Notice.

### **Use and Retention**

We use the personal information we collect to: provide and improve our Services, to provide you with a personalized experience on our sites (especially, by offering you services and items that you may like), to contact you about your account and our Services, to provide you customer service, to provide you with personalized advertising and marketing, and to detect, prevent, mitigate and investigate fraudulent or illegal activities. We may use and retain your personal information as follows:

**Provide, improve, and personalize our Services**

- Provide access to and use of our Services.
- Offer you site content that includes items and services that you may like.
- Keep track of your basket, your Watch List, your collections, and collections and service providers or users that you have chosen to follow.
- Give you access to your transaction history, internal messages and other features.
- Provide you with credit offers and opportunities on behalf of other members of our CounterBean Inc. corporate family and their financial institution partners, keeping in mind we do not share any financial information with them without your explicit consent.
- Customize, measure, and improve our Services.
- Provide other services requested by you as described when we collect the information.
- We may use geo-location information to provide you with location based services (such as advertising, search results, and other personalized content).

**Contact you about your account and provide you customer service**

- Contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveyor questionnaires, or as otherwise necessary to provide you customer service.
- Contact you as necessary to enforce our User Agreement, applicable laws, and any agreement we may have with you.
- For these purposes we may contact you via email, telephone, text messages, and postal mail. When contacting you via telephone, to ensure efficiency, we may use autodialed or pre-recorded calls and text messages as described in our User Agreement. Message and data rates may apply.

**Personalize our advertising and marketing communications**

- Personalize, measure, and improve our advertising based on your advertising customization preferences.

- Contact you, either via email, telephone, text messages, and postal mail in order to: offer you coupons, discounts and special promotions, and inform you about our Services and those of our CounterBean Inc. corporate family. We will use the contact information you have provided to contact you by e-mail, SMS text and/or telephone if you have consented to such contact. Message and data rates may apply.
- Deliver targeted marketing, service updates, and promotional offers based on your communication preferences.

### **Prevent, detect, mitigate, and investigate fraudulent or illegal activities**

- Prevent, detect, mitigate, and investigate fraud, security breaches, potentially prohibited or illegal activities.
- Enforce our Privacy Notice, our User Agreement or other policies.

We retain your personal information as long as it is necessary and relevant for our operations. In addition, we may retain personal information from closed accounts to comply with national laws, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, enforce our User Agreement and take other actions permitted or required by applicable national laws. After it is no longer necessary for us to retain your personal information, we dispose of it in a secure manner according to our data retention and deletion policies.

### **Choice**

You have a choice about how we use your personal information to communicate with you, to send you marketing information, how we provide you with customized and relevant advertising, and whether you want to stay signed into your account.

### **Communication preferences**

You can control the methods by which we may contact you about your account, and your buying and selling activities in the Communication Preference section within your My CounterBean. There, you can also control your member-to-member communications preferences setting and choose which newsletters and promotions you want to receive.

### **Marketing**

If you do not wish to receive marketing communications from us, you can unsubscribe from the link in the email you received, change your Communication Preferences within My CounterBean, or indicate your communication preferences within the direct communication from us. Keep in mind, we do not sell or rent your personal information to third parties for their marketing purposes without your explicit consent.

### **Advertising**

If you do not wish to participate in our advertising personalization programs, you can opt-out by following the directions provided within the applicable advertisement, or directly at our AdChoice program. The effect of an opt-out will be to stop personalized advertising, but it will still allow the collection of information for certain purposes such as usage, research, analytics and internal online services operation purposes). In addition to that, we do not allow third parties to track or collect your personal information on our sites for their own advertising purposes without your explicit consent.

### **Signed in**

When you sign in to your account on our Services, we may give you the option to stay signed in to your account for a certain period of time. If you are using a public or shared computer, we encourage you not to choose to stay signed in. You or any other user of the computer/browser you signed in on will be able to view and access most parts of your account and take certain specific actions during this signed in period without any further authorization. The specific actions and account activities that you or any other user of this computer/browser may take include:

- Provide or Offer Services, evaluate and choose services offered
- Check out or add items to your cart
- Purchase an item with a payment partner using Faster Checkout (if enabled in your account)
- View the activity header
- View the My CounterBean page
- View or edit the Watch List
- View order details
- Leave Feedback
- View the profile page
- Send member-to-member messages
- Conduct after-use activities, like leaving Feedback, canceling orders, requesting refunds or submitting claims

If you attempt to change your password, User ID, update any other account information or attempt other account activity beyond those listed above, you will be asked to enter your password.

You can typically end your signed in session by either signing out and/or clearing your cookies. If you have certain browser privacy settings enabled, simply closing your browser may also end your signed in session. If you are using a public or shared computer you should sign out and/or clear your cookies when you are done using our Services in order to protect your account and your personal information.

## **Withdraw consent**

If you withdraw your consent for the use or disclosure of your personal information for purposes set out in this Privacy Notice you may not have access to all our Services and we might not be able to provide you all of the Services and customer support offered to our users and authorized under this Privacy Notice and our User Agreement.

## **Access**

We take steps to ensure that the personal information we collect is accurate and up to date, and that you have the ability to access and make corrections to it. This includes the following:

- You can see, review and change your personal information by signing in to your account. Please update your personal information immediately if it changes or is inaccurate
- Once you make a public posting, you may not be able to change or remove it. Upon your request, we will close your account and remove your personal information from view as soon as reasonably possible, based on your account activity and in accordance with applicable national laws
- We will honor any statutory right you might have to access, modify or erase your personal information. To request access and to find out whether any fees may apply, if permitted by applicable national laws, please contact us following the instructions in the Contact Us section below. Where you have a statutory right to request access or request the modification or erasure of your personal information, we can still withhold that access or decline to modify or erase your personal information in some cases in accordance with applicable national laws, but will give you reasons if we do so

## **Disclosure**

We may disclose your personal information to other members of the CounterBean Inc. corporate family or to third parties. This disclosure may be required for us to provide and to provide you access to our Services, to comply with our legal obligations, to enforce our User Agreement, to facilitate our marketing and advertising activities, or to prevent, detect, mitigate, and investigate fraudulent or illegal activities related to our Services. We minimize the amount of personal information we disclose to what is directly relevant and necessary to accomplish the specified purpose. As stated above, we do not disclose your personal information to third parties for their marketing and advertising purposes without your explicit consent.

We may disclose your personal information to the following parties and for the following purposes:

### **CounterBean Inc. corporate family members, who may use it to:**

- provide joint content and services (like registration, transactions, and customer support)

- help detect and prevent potentially fraudulent and illegal acts, violations of our User Agreement, and data security breaches
- provide you personalized advertising
- guide decisions about their products, sites, applications, services, tools, and marketing communications. Members of our CounterBean Inc. corporate family will use your personal information to send you marketing communications only if you have consented to receive such communications from them

#### **Service Providers and financial institutions partners**

- Third party service providers who help us to provide our Services, payment processing services, assist us in providing customize advertising, to assist us with the prevention, detection, mitigation, and investigation of potentially illegal acts, violations of our User Agreement, fraud and/or security breaches, bill collection, affiliate and rewards programs, co-branded credit cards and other business operations
- Third party financial institution partners who may offer financial products to you, for them to provide joint content and services (such as, registration, transactions and customer support). These third party financial institution partners will use your personal information to send you marketing communications only if you have requested their services

#### **Law enforcement, legal proceedings, and as authorized by law**

- to comply with our legal requirements, enforce our User Agreement, respond to claims that a listing or other content violates the rights of others, or protect anyone's rights, property or safety.
- to law enforcement or governmental agencies, or authorized third-parties, in response to a verified request relating to a criminal investigation or alleged or suspected illegal activity or any other activity that may expose us, you, or any other of our users to legal liability. We will only disclose information we deem relevant to the investigation or inquiry, such as name, city, state, postcode, telephone number, email address, User ID history, IP address, fraud complaints, bidding and listing history
- to credit agencies or bureaus as authorized by applicable national laws (e.g. information on late or missed payments or other defaults on your account that may be reflected in your credit report or file)
- to third parties involved in a legal proceeding, if they provide us with a subpoena, court order or substantially similar legal procedure, or we otherwise believe in good faith that the disclosure of information is necessary to prevent imminent physical harm or financial loss or to report suspected illegal activity



### **Other CounterBean users as authorized by you or your use of our Services.**

When transacting with another user, the other user may request and we may provide him/her with information about you necessary to complete the transaction, such as your name, account ID, email address, contact details, shipping and billing address, or other information from you needed to promote the reliability and security of the transaction. If a transaction is held, fails, or is later invalidated, we may also provide the other user with details of the unsuccessful transaction. The other user receiving your information is not allowed to use this information for purposes unrelated to the transaction, such as to contact you for marketing purposes, unless you have expressly consented to it. Contacting users with unwanted or threatening messages is a violation of our User Agreement.

### **Data disclosure to payment partner and its corporate family**

We may disclose your personal information to payment partner and its corporate family for the following purposes:

- to prevent, detect, mitigate, and investigate potentially illegal acts, fraud and/or security breaches, and to assess and manage risk, including to alert you if fraudulent activities have been detected on your CounterBean or payment partner accounts
- to provide customer services, including to help service your account or resolve disputes (e.g., billing or transactional disputes)
- to facilitate the processing of payment cards when you pay within our Services with a payment card and we use payment partner to process your payment
- to facilitate shipping and related services for purchases you made using payment partner

### **Change of Ownership**

If we were to merge with or be acquired by another company, we may share information with them in accordance with our global privacy standards. Should such an event occur, we will require that the new combined entity follow this Privacy Notice with respect to your personal information. If your personal information will be collected, used, disclosed, or retained for any purposes not covered in this Privacy Notice, you will receive prior notification of the processing of your personal information for the new purposes.

### **Security**

We protect your information using technical and administrative security measures to reduce the risks of loss, misuse, unauthorized access, disclosure and alteration. Some of the safeguards we use are firewalls and data encryption, physical access controls to our data centers, and information access authorization controls. If you believe your account has been abused, please contact us.

### **Important Information**

This section describes some additional important information related to your use of our Services. There are just a few more pieces of important privacy information related to your use of our Services that we need to cover:

### **When you share your personal information on our sites or applications – what happens?**

Other users have access to the information you share on CounterBean. For example, other users can see your transactions, service acceptances, payment information, your collections, the service providers and collections you follow, Feedback, ratings and associated comments. Other users can also see any information you chose to share in your profile or your transactions.

Your User ID is displayed throughout CounterBean and is available to the public. It is connected to all of your CounterBean activity. Notices sent to other users about suspicious activity and notice violations on our sites refer to User IDs and specific items. So if you associate your name with your User ID, the people to whom you have revealed your name will be able to personally identify your CounterBean activities.

To help protect your privacy, we allow only limited access to other users' contact, shipping and financial information as necessary to facilitate your transactions and collect payments. However, when users are involved in a transaction, they have access to each other's name, User ID, email address and other contact and shipping information.

### **How you should use the information you receive on CounterBean**

When you are in a transaction with another user, we enable you to obtain or we may provide you with the personal information of the other user (such as his/her name, account ID, email address, contact details, shipping and billing address) to complete the transaction. We encourage you to inform the other user about your privacy practices and respect his/her privacy. In all cases, you must give the other user a chance to remove himself/herself from your database and give him/her a chance to review what information you have collected about them.

You may use the personal information that you have access to only for CounterBean transaction-related purposes, or for other services offered through CounterBean (such as escrow, shipping, fraud complaints, and member-to-member communications), and for purposes expressly consented by the user to whom the information relates. Using personal information of other users that you have access to for any other purpose constitutes a violation of our User Agreement.

### **Unwanted or threatening email**

We do not tolerate abuse of our Services. You do not have permission to add other users to your mailing list (email or postal), call, or send him/her text messages for commercial purposes, even if this user purchased something from you, unless the user has given his/her explicit consent. Sending unwanted or threatening email and text messages is against our User Agreement. To report CounterBean-related spam or spoof emails please forward the email to [spam@CounterBean.com](mailto:spam@CounterBean.com) or [spoof@CounterBean.com](mailto:spoof@CounterBean.com).

## **Children's Privacy**

Our websites are general audience websites, and our Services are not intended for children under the age of 13. We do not knowingly collect personal information from users in this age group.

## **Third Party Privacy Practices**

This Privacy Notice addresses only the use and disclosure of personal information we collect from you. If you disclose your information to others, or if you are directed to a third party website, their privacy notices and practices will apply.

We cannot guarantee the privacy or security of your information once you provide it to a third party and we encourage you to evaluate the privacy and security policies of your trading partner before entering into a transaction and choosing to share your information. This is true even where the third parties to whom you disclose personal information are bidders, buyers or sellers on our sites.

## **Questions or Complaints**

If you have a question or a complaint about this Privacy Notice, our privacy standards, or our information handling practices, you can reach the Privacy Office in writing by sending us a letter or postcard to: CounterBean Inc., 40865 Terry Terrace, Fremont CA 94539, USA.

## **Full User Cookie Notice**

### **What are cookies, web beacons, and similar technologies?**

Like most sites, we use technologies that are essentially small data files placed on your computer, tablet, mobile phone, or other devices (referred to collectively as a "device") that allow us to record certain pieces of information whenever you visit or interact with our sites, services, applications, messaging, and tools.

The specific names and types of the cookies, web beacons, and other similar technologies we use may change from time to time. In order to help you better understand this Policy and our use of such technologies we have provided the following limited terminology and definitions:

- **Cookies** – Small text files (typically made up of letters and numbers) placed in the memory of your browser or device when you visit a website or view a message. Cookies allow a website to recognize a particular device or browser. There are several types of cookies:
  - Session cookies expire at the end of your browser session and allow us to link your actions during that particular browser session.
  - Persistent cookies are stored on your device in between browser sessions, allowing us to remember your preferences or actions across multiple sites.
  - First-party cookies are set by the site you are visiting.

- Third-party cookies are set by a third party site separate from the site you are visiting.

Cookies can be disabled or removed by tools that are available in most commercial browsers. The preferences for each browser you use will need to be set separately and different browsers offer different functionality and options.

- **Web beacons** – Small graphic images (also known as "pixel tags" or "clear GIFs") that may be included on our sites, services, applications, messaging, and tools, that typically work in conjunction with cookies to identify our users and user behavior.
- **Similar technologies** – Technologies that store information in your browser or device utilizing local shared objects or local storage, such as flash cookies, HTML 5 cookies, and other web application software methods. These technologies can operate across all of your browsers, and in some instances may not be fully managed by your browser and may require management directly through your installed applications or device. We do not use these technologies for storing information to target advertising to you on or off our sites.

We may use the terms "cookies" or "similar technologies" interchangeably in our policies to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above.

#### **Your choice and our use of cookies, web beacons, and similar technologies**

We offer certain site features, services, applications, and tools that are available only through the use of these technologies. You are always free to block, delete, or disable these technologies if your browser, installed application, or device so permits. However, if you decline cookies or other similar technologies, you may not be able to take advantage of certain site features, services, applications, or tools. You may also be required to re-enter your password more frequently during your browsing session. For more information on how you can block, delete, or disable these technologies, please review your browser or device settings.

Generally, these technologies allow our sites, services, applications, and tools to store relevant information in your browser or device and later read that information in order to identify you to our servers or internal systems. Where applicable, we protect our cookies and other similar technologies to help ensure that only we and/or our authorized service providers can interpret them by assigning them a unique identifier that is designed for interpretation only by us. We do not store any of your personal information on any of our cookies or other similar technologies.

Any personal information that we collect and store through use of these technologies is first obtained through notice and consent: We obtain your consent by providing you with transparent notice of use of the technologies and providing you with the opportunity to make a choice to disable these technologies as set forth above.

Our uses of such technologies fall into the following general categories:

1. **Operationally Necessary.** We may use cookies, web beacons, or other similar technologies that are necessary to the operation of our sites, services, applications, and tools. This includes technologies that allow you access to our sites, services, applications, and tools, that are required to identify irregular site behavior, prevent fraudulent activity and improve security, or that allow you to make use of our functions such as shopping carts, saved search, or similar functions;
2. **Performance-Related.** We may use cookies, web beacons, or other similar technologies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help us understand how our visitors use our websites, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our website content, applications, services, or tools;
3. **Functionality-Related.** We may use cookies, web beacons, or other similar technologies that allow us to offer you enhanced functionality when accessing or using our sites, services, applications, or tools. This may include identifying you when you sign into our sites or keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our sites;
4. **Advertising or Targeting-Related.** We may use first-party or third-party cookies and web beacons to deliver content, including ads relevant to your interests, on our sites or on third party sites. This includes using technologies to understand the usefulness to you of the advertisements and content that has been delivered to you, such as whether you have clicked on an advertisement.

We offer you the ability to opt-out of our use of first-party advertising-related cookies through our Ad Choice program. Opting out of our first-party advertising-related cookies, or out of third-party advertising-related cookies and web beacons as described below, does not necessarily mean that you will not see our advertising - only that this advertising will not be targeted to you through the use of first-party or third-party cookies, web beacons or related technologies.

If you would like to opt-out of all other types of technologies we employ on our sites, services, applications, or tools, you may do so by blocking, deleting, or disabling them as your browser or device permits.

#### **Use of these technologies by authorized third-party service providers**

We may work with third-party companies, commonly known as service providers, who are authorized to place third-party cookies, web beacons, or similar technologies for storing information on our sites or in our services, applications, and tools with our permission. These service providers help us to provide you with a better, faster, and safer experience.

These service providers may use these technologies to help us deliver our own content and advertising, and compile anonymous site metrics and analytics. We do not permit any of these service providers to

collect any of your personal information on our sites or in our services, applications, or tools for their own purposes. These service providers are subject to confidentiality agreements with us and other legal restrictions on their use or collection of any personal information. Third-party cookies are covered by the third parties' privacy policy.

With the exception of the use of such technologies by our service providers or other authorized third parties, we do not permit any third-party content on sites (such as item listings, member-to-member communications, classified listings, comments, reviews, etc.) to include or utilize any cookies, web beacons, local storage, or similar technologies for tracking purposes or to collect your personal information. If you believe a listing or other third-party content might be collecting personal information or using tracking technologies on one of our sites, please report it to [spam@CounterBean.com](mailto:spam@CounterBean.com).

### **Ad networks and exchanges operated by authorized third parties**

We may use third parties, such as advertising networks and exchanges, to allow us to serve you advertisements. These third-party ad networks and exchange providers may use third-party cookies, web beacons, or similar technologies to collect information. They may also collect your device identifier, IP address, or identifier for advertising (IDFA). The information that these third parties collect may be used to assist us in providing you with more relevant advertising that we serve on our sites or elsewhere on the web. Third-party cookies are covered by the third parties' privacy policy.

### **Do Not Track**

California law requires us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently isn't an industry or legal standard for recognizing or honoring DNT signals, we don't respond to them at this time. We await the result of work by the privacy community and industry to determine when such a response is appropriate and what form it should take.

## Advertisements    What is AdChoice?

When you search, browse, and otherwise interact on CounterBean and affiliated websites, we're able to use the information we collect to make the ads you see on CounterBean as relevant to you as possible. We may also work with other websites or ad networks to share information and show you customized ads elsewhere. The information we share can't be used to personally identify you.

AdChoice is our program that lets you choose whether to receive customized advertising on CounterBean and on the websites of our advertising partners. Whenever possible, we'll display advertising customized to your interests. If you'd prefer not to see customized ads, you can use AdChoice at any time to tell us your preference. You'll still see ads—they just won't be tailored to your interests.

Advertisements—on and off CounterBean—that are part of the AdChoice program will have an AdChoice link and icon. When you click on the link or icon, you'll see a pop-up window that gives you the ability to specify your advertising preferences and read our User Privacy Notice. You might need to disable your pop-up blocker to view the window.

### Specifying your preferences from an advertisement

You can set your preferences for all the browsers you use, or just certain ones.

#### To opt out for a single browser:

1. Click the **AdChoice** link on any ad that has the AdChoice icon. You'll see the **About AdChoice Advertising Preferences** pop-up window.
2. In the pop-up window, click the **continue to AdChoice advertising preferences** link.
3. On the **AdChoice – Advertising Preferences** page, in the **Opt out of customized ads for this browser only** box, click the **Opt out** button. You'll be opted out for the browser you're currently using only.

#### To opt out for multiple browsers:

1. Click the **AdChoice** link on any ad that has the AdChoice icon. You'll see the **About AdChoice Advertising Preferences** pop-up window.
2. In the pop-up window, click the **continue to AdChoice advertising preferences** link.
3. On the **AdChoice – Advertising Preferences** page, in the **Opt out of customized ads across multiple browsers** box, click the **Sign in** button. You'll sign in to CounterBean.
4. To opt out of AdChoice, click the **Opt out** button.

After you opt out you'll see this message: **You have opted out of AdChoice.** You'll still see ads with the AdChoice link and icon, but the ads won't be customized.

You don't need to be signed in to CounterBean for AdChoice to adhere to your preferences, as long as you haven't deleted the cookies in your browser.

If you want to switch back to receiving customized ads based on your interests you can follow the steps above, but choose the option to opt in. Alternatively, you can specify your preferences in My CounterBean, as described below.

### **Specifying your preferences from My CounterBean**

#### **To specify your advertising preferences using My CounterBean:**

1. Go to My CounterBean. You might be asked to sign in.
2. Place your pointer over the **Account** tab, and then select **Site Preferences**.
3. Scroll to the **Advertising Preferences** section under **General Preferences**, and then click **Show**.
4. The **AdChoice** page opens. You can read about how we use your information to present relevant ads.
5. If you appreciate the relevant ads and want us to continue using your information, make sure the check box next to "Yes, please use my information to show me relevant ads from CounterBean Inc. and CounterBean Inc.'s ad network partners" is selected. Otherwise, leave the check box unselected.
6. Click the **Save** button.

#### **How is my information used?**

When you use a website or service (such as search), fill out forms on a website, or otherwise interact on the Internet, this information can help determine what ads you'd be interested in seeing. We may work with other websites or ad networks to help bring you relevant ads, and these partners may also have access to some of the information we collect. CounterBean does not share any personally identifying information with any of our partners.

#### **Will I continue to see advertising if I opt out?**

Yes. You'll still see online ads, but if you opt out, the ads will be generic and won't be tailored to your interests.

Contact Customer Service

If you're looking for more help or have a question to ask, please contact us.