



## Open Road Insurance LLC Cookie Policy

Last Updated: June 2, 2024

This Cookie Policy describes how Open Road Insurance LLC (“OpenRoad,” “we”, “us” and “our”) uses cookies and other automatic data collection technologies on our websites (the “Website”). For purposes of this Cookie Policy, “OpenRoad”, “we”, “us” and “our” means Open Road Insurance LLC and operations. OpenRoad and the service providers OpenRoad engages to provide, host, support, or operate the Website may use cookies, pixels, and other automatic data collection technologies (collectively, “cookies”) to collect certain information from individuals who visit the Website or interact with our marketing efforts. Cookies are small files of letters and numbers stored on your browser, device, or the page you are viewing, that enable the cookie owner or service provider to recognize the device when it visits websites or uses online services. The website you visit may set cookies directly or may trigger cookies set by other domain names.

### Consent to Cookie Use:

You consent to our use of cookies when you continue using our Website or interact with our marketing efforts. You may withdraw your consent to certain cookies at any time by configuring your cookie settings on your browser or as detailed below. Please note, however, that using your browser settings to block cookies may impact certain functionalities and your overall experience on the Website.

### Types of Cookies We Use:

OpenRoad and its service providers use the following types of cookies on the Website:

**Essential or Strictly Necessary Cookies:** These cookies are required for the operation and security of our Website. These cookies are session cookies that are erased when you close your browser.

**Analytical/Performance Cookies:** These cookies allow us and our service providers to recognize and count the number of visitors and to see how visitors move around our Website when they are using it. These cookies collect certain information such as IP address (or a randomly generated number tied to your IP address); details about your browser, operating system, and device/hardware; your general location, if available; which pages you visit on the Website; and other logging information such as the date, time, and duration of your use of the Website. OpenRoad uses this information for the purpose of improving and optimizing the Website, including, for example, ensuring Classified as General that users can easily find what they need on our Website, as well as detecting and blocking potential bots or spam on our Website. Analytical/performance cookies expire after 38 months.

To learn more about the use of Google analytics cookies, and to exercise choice regarding such cookies, please visit <https://tools.google.com/dlpage/gaoptout>.

**Advertising, Tracking, or Targeting Cookies:** These cookies enable different marketing and advertising related functions. They may allow us to record information about your visit to our Website, such as pages visited, links followed, and videos viewed so we can make our Website and marketing efforts more relevant to your interests. You may opt out of these marketing and advertising related functions by visiting and logging into:

- Facebook: <https://www.facebook.com/ads/preferences/>
- Google: <https://adssettings.google.com/>

Additionally, you may opt out of some of these functions by visiting the Digital Advertising Alliance's opt-out portal here:

- <https://optout.aboutads.info/>

For European residents, you may opt out of certain advertising functions by visiting:

- <https://www.youronlinechoices.eu/>

**Cookies from Linked-to Websites:** The Website may include links to unaffiliated party websites. We are not responsible for the cookie practices or policies of these unaffiliated parties. If you choose to access these unaffiliated websites, please review their privacy and cookie policies for more information about their respective practices.

**Cross-Border Data Transfers:** The cookies we use may process, store, or transfer personal data in and to a country outside your own, with privacy laws that provide different, possibly lower, protections. Where permitted by applicable law, you consent to this transfer, storing, or processing of personal data when you consent to our cookie use. We otherwise take appropriate steps to protect the cross-border transfer of your personal information, and further details are available upon request.

**Changes to Our Cookie Uses:** We will post any changes to the way we use cookies on this page. The "Last Updated" date at the top of the policy indicates when it was last revised. We encourage you to check this page periodically and to review any updates. If the changes materially alter how we use cookies, we will post a notice on our Website and request your consent, where required by law, for the materially different use.

**Contact Information:** Should you have any questions about this Cookie Policy or if you would like to exercise any of the rights available to you, email us at [Privacy@openroadinsure.com](mailto:Privacy@openroadinsure.com) or contact us using the information below.

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