

Amscot Cookies

At Amscot, we utilize cookies, web beacons, and other technologies to collect and store non-personal information when users interact with our website. This includes the web address a user came from and the type of browser being used, enabling us to enhance the user's website experience and deliver relevant marketing messages. We also gather web address and browser information when Amscot content is displayed on other websites or mobile applications. This information aids us in reporting, analyzing visitor behavior, evaluating marketing performance, and measuring response.

Third-Party Analytics Services

Amscot may engage third-party analytics services, such as Google Analytics, to better understand and analyze user interactions on our website. These services employ technologies like cookies, web beacons, and web server logs to collect and evaluate user data, including IP addresses, age and gender. This information does not include any personal details about the user. The information gathered, including IP addresses, may be shared with these analytics providers and other relevant third parties for the purpose of assessing Amscot website usage. For more information on Google Analytics and how to opt out, please visit:

<https://support.google.com/analytics/answer/181881?hl=en>

Tracking and Interest-Based Advertising

As participants in interest-based advertising, you may encounter our ads on other websites or mobile apps based on your interactions with us. Third-party vendors enable us to target our messaging by considering demographic data, inferred interests, and browsing context. These vendors utilize automated tracking, including the use of cookies, web server logs, web beacons, and other technologies, to track users' activities over time. The information gathered is used to deliver personalized ads, track user browsing across multiple websites, and create a profile of users' activities. Our vendors may collect data about your visits to websites within these networks, including viewed pages or ads, as well as actions taken on those websites.

Consequently, we and our third-party vendors may collect information about your online activities across various third-party websites, aiding us in evaluating the effectiveness of our marketing efforts.

To learn more about opting out of interest-based advertising in the U.S., please [click here](#).