COOKIE NOTICE OF LIMEADE, INC.

Effective Date: May 25, 2018

Last Updated: December 19, 2019

This Cookie Notice applies to Limeade, Inc. ("Limeade" or "we") and our websites at www.limeade.com and https://go.limeade.com/limeade-engage (together, the "Websites"). This Cookie Notice explains how we use cookies and similar technologies to recognize you when you visit our Websites, why we use them and rights to control our use of them.

WHAT ARE COOKIES?

Cookies are small text files that are sent to or accessed from your web browser or your computer's hard drive. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the "lifetime" of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier. A cookie also may contain information about your computer, such as user settings, browsing history and activities conducted while using our Websites. To learn more about cookies generally, visit www.allaboutcookies.org.

Cookies are widely used by website owners to make their websites work or to work more efficiently, as well as to provide analytics data about the operation of their websites.

Cookies set by the website owner (in this case, Limeade) are called first-party cookies. Cookies set by any other party are called third-party cookies. Third-party cookies enable third-party features or functionality on or through our Websites, such as interactive content and analytics. The parties that set third-party cookies can recognize your computer both when it visits our Websites and also when it visits certain other websites.

WHY DOES LIMEADE USE COOKIES?

We use first-party cookies and third-party cookies for several reasons. Some cookies are required for technical reasons for our Websites to operate - we refer to these as "essential" or "strictly necessary" cookies. Other cookies enable us to track and target the interests of our visitors to enhance the experience on our Websites.

The types of cookies served through our Websites and the purposes they perform are described below:

- "Strictly necessary" cookies must be set to allow us to deliver our Websites to you and to provide specific services that you request from us.
- "Performance" or "Analytics" cookies, which help us to collect information about how visitors use our Websites and helps us analyze and improve our Websites. Performance or analytics cookies will remain on your computer after you close your browser.
- "Advertising" cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and selecting advertisements that are based on your interests.

Please see the table at the end of this Cookie Notice for more information about the specific cookies deployed on our Websites.

DOES LIMEADE USE OTHER TRACKING TECHNOLOGIES, LIKE WEB BEACONS?

Cookies are not the only way to recognize or track visitors to a website. We may use other data collection technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). A web beacon is computer code that contains a unique identifier that enables us to monitor user activity and traffic on our Websites. This other data collection technology enables Limeade to monitor the traffic patterns of visitors from one page on our Websites to another, to deliver or communicate with cookies, to understand whether you have come to our Websites from an online advertisement displayed on a third-party website, to improve performance of our Websites and to measure the success of our email marketing campaigns.

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Google Analytics: Google Analytics is a web analytics service provided by Google, Inc. ("Google"). For more information about Google Analytics cookies, please see Google's help pages and privacy policy:

Google's Privacy Policy

Google Analytics Help Pages

Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser here.

Google uses cookies to help us analyze how visitors use our Websites. The information generated by the cookie about your use of our Websites (including your IP address) will be transmitted to and stored by Google on servers in the United States. On behalf of Limeade, Google will use this information to evaluate your use of our Websites and compile reports on your activity for us and third parties who help operate and provide services related to Limeade. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this notice. You can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under Google Analytics Opt-out Browser Add-on.

Further information concerning the terms and conditions of use and data privacy can be found at http://www.google.com/analytics/terms/gb.html.

DO YOU SERVE TARGETED ADVERTISING?

Limeade currently does not serve targeted advertisements on our Websites. Limeade may use information about your visits to our Websites to provide relevant advertisements on other websites about goods and services that may interest you. Limeade and third parties also may deploy technology that measures the effectiveness of advertisements by using cookies or web beacons to collect information about your visits to our Websites and other websites to provide relevant advertisements on other websites about goods and services that may interest you. The information collected through this process does not enable us or the third parties to identify your name, contact details or similar identifying details unless you choose to provide them.

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HOW CAN I CONTROL COOKIES?

You have the right to decide whether to accept or reject cookies. You can set your web browser controls to accept or refuse cookies. You also may be able to reject mobile device identifiers by activating the appropriate setting on your mobile device.

If you choose to reject cookies, you may still use our Websites but some functionality and areas may be restricted or not properly function. To learn how to manage your cookies, please follow the instructions from your specific browser.

In addition, most advertising networks offer a way to opt out of targeted advertising. If you would like to find out more information, please visit https://www.youradchoices.com/ and/or http://www.youronlinechoices.com.

HOW OFTEN WILL YOU UPDATE THIS COOKIE NOTICE?

We may update this Cookie Notice from time to time to reflect changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The Effective Date at the top of this Cookie Notice indicates when it was last updated.

WHERE CAN I GET MORE INFORMATION?

If you have any questions about our use of cookies or other technologies, please contact privacy@limeade.com.

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COOKIES USED ON LIMEADE WEBSITES

Third Party	Cookie Type
AppNexus	Advertising
Avocet	Advertising
Bizo	Advertising
Bluekai	Advertising
Casalemedia	Advertising
Demandbase	Advertising
DoubleClick	Advertising
Facebook	Advertising
LinkedIn	Advertising
Live Ramp	Advertising
Microsoft Advertising	Advertising
Neustar	Advertising
Outbrain	Advertising
Openx	Advertising
Pubmatic	Advertising
Semasio	Advertising
Soundcloud	Advertising
Taboola	Advertising
Tapit	Advertising
Terminus	Advertising
Tradedesk	Advertising
Triplelift	Advertising
Twitter	Advertising
VerizonMedia	Advertising
Vimeo	Advertising
Yahoo	Advertising

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YouTube	Advertising
Amazon CloudFront (AWS)	Performance/Analytics
Azure	Performance/Analytics
Beeswax	Performance Analytics
Bidswitch	Performance Analytics
Bing	Performance Analytics
Bizible	Performance/Analytics
Bombora	Performance/Analytics
Cookiebot	Performance/Analytics
Drift	Performance/Analytics
Engagio	Performance/Analytics
Google Analytics	Performance/Analytics
Google Tag Manager	Performance/Analytics
Hubspot	Performance/Analytics
Instapage	Performance/Analytics
Loglevel	Performance/Analytics
Lotame	Performance/Analytics
Mux data	Performance/Analytics
New Relic	Performance/Analytics
Opinion Stage	Performance/Analytics
Salesloft	Performance/Analytics
Scorecardresearch	Performance/Analytics
ShareThis	Performance/Analytics
Slideshare	Performance/Analytics
Snowplow	Performance/Analytics
Ted	Performance/Analytics
Privacy Shield	Performance/Analytics
Wistia	Performance/Analytics
Adobe	Performance/Analytics/Advertising
Affectiv	Performance/Analytics/Advertising
Eyeota	Performance/Analytics/Advertising
Fifty	Performance/Analytics/Advertising
Id5-Sync	Performance/Analytics/Advertising
Mediamath	Performance/Analytics/Advertising
Zeotap	Performance/Analytics/Advertising
Cloudflare	Strictly Necessary
WordPress	Strictly Necessary

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