
Webroot Cookies Policy

Published on: December 30, 2016.

EFFECTIVE DATE: JANUARY 30, 2017.

This Cookies Policy describes how Webroot, our partners, and our other third parties use cookies and similar technologies in connection with our website (including our mobile website). It also describes the options you may have regarding those cookies.

INFORMATION ABOUT OUR USE OF COOKIES

“Cookies” are small text files that are placed on your browser by a website. Cookies allow the website to store information on your device. Cookies are widely used by websites to make the websites operate, work more efficiently, and provide analytic information. When you visit our website, interact on our community webpages, or use our online services, Webroot or its partners may use cookies as well as web beacons and similar technologies to:

- distinguish you from other users of our website and store your preferences for when you return to our site;
- optimize your experience when you browse our website, by, for example, personalizing our website based on language and geographic region;
- enable you to share content with a range of networking and sharing platforms;
- improve our website through our collection of statistics and analytical data regarding you and your usage of the website;
- provide you with offers of our products and services (e.g., trial versions of our software);
- facilitate your purchases on our site;
- provide business, marketing and informational resources to you, including white papers, webinars, and scheduled events;
- aggregate data about you and your device, including your device’s browser type, operating system, and IP address;
- deliver advertising, communications, and content from us and third parties, on our website and those of third parties, or on mobile applications, specific to your interests; and
- enable third parties to deliver future advertising, including interest-based advertising (otherwise known as online behavioral advertising), to you for Webroot’s or others’ products or services when you visit other websites or online mobile applications.

If you have registered a Webroot product and created a Webroot account, we may match the information gathered from our cookies with any information you have given us about yourself, or that is stored in your Webroot account, or that we have collected from you, for the purposes disclosed in this Cookies Policy and our [Website Privacy Statement](#).

TYPES OF COOKIES WE USE

We use the following types of cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website and use a shopping cart and cookies that are otherwise necessary for customer interaction.
- **Analytical/performance cookies.** These cookies allow us to understand how visitors use and move around our website. This helps us to improve the way our website works by, for example, ensuring that users are easily finding what they are looking for.
- **Functionality cookies.** These cookies are used to recognize you when you return to our website. This enables us to personalize our content for you and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited, and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests and behavior. We may also share this information with third parties to display advertising tailored to your interests on this or other websites, or in mobile apps, for Webroot's and others' products or services, and to facilitate your use of third-party social media sites on our site.

These cookies come in two forms, "session" and "persistent" cookies. Session cookies operate from the time you visit our website to the end of that particular web browsing session. These cookies expire and are automatically deleted when you close your internet browser. Persistent cookies will stay on your device between browsing sessions; they do not expire when you close your browser. The length of time a persistent cookie stays on your device varies from cookie to cookie. We and others use persistent cookies for a variety of purposes, such as to store your preferences so that they are available for the next visit, and to keep a more accurate account of how often you visit our website, how often you return and how your use of the website may vary over time, and the effectiveness of advertising efforts.

DISABLING COOKIES

You can block most cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our website. In addition, if you have previously visited our website, you may have to delete any existing cookies from your browser. For more information on cookies, please visit: www.allaboutcookies.org.

DO NOT TRACK

There are different ways you can prevent tracking of some of your online activity. One of them is setting a preference in your browser that alerts websites you visit that you do not want them to collect certain information about you. This is referred to as a Do-Not-Track (“DNT”) signal.

Please note that our websites do not recognize or take action in response to DNT and similar signals from browsers.

THIRD PARTIES

We allow third parties to show you advertising on our website. These third parties (e.g., advertisers, ad networks, ad servers, and analytics companies) may use cookies and other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information, or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties’ tracking technologies or how they may be used.

If you do not want this information used for the purpose of serving you interest-based ads, you may opt out of our third-party service providers’ interest-based advertising practices in web browsers and mobile apps by following the instructions below. Please note that the opt-out will apply only to the specific browser or device from which you opt out, and therefore, you will need to opt out separately on all of your browsers for all of your devices. If you delete or reset your cookies or mobile identifiers, change browsers, or use a different device, any opt-out cookie or tool may no longer work and you will have to opt out again. For a more persistent opt-out tool, please use the Digital Advertising Alliance’s “Protect my Choices” tool at <http://www.aboutads.info/PMC>. Please note also that this does not opt you out of being served generic ads.

- **Web Browser Opt-Out.** To opt out in web browsers, please visit:
 - TRUSTe Advertising Choices at preferences-mgr.truste.com
 - Network Advertising Initiative Consumer Opt-Out Page at www.networkadvertising.org/choices
 - Digital Advertising Alliance Consumer Choice page at www.aboutads.info/choices
 - Digital Advertising Alliance of Canada Consumer Choice page at www.youradchoices.ca/choices
 - European Interactive Digital Advertising Alliance Choice page at www.youronlinechoices.eu.

- **Mobile Application Opt-Out.** To opt out in mobile apps, please download the Digital Advertising Alliance’s AppChoices tool for interest-based advertising at www.aboutads.info/appchoices and adjust your advertising preferences on your mobile device. For example:
 - To adjust your advertising preferences in iOS, visit Settings > Privacy > Advertising > Limit Ad Tracking.
 - To adjust your advertising preferences in Android, visit Settings > Google > Ads > Opt out of interest-based ads.

This website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. You can also read Google’s Privacy Policy for Google Analytics available under <https://support.google.com/analytics/answer/6004245>. You can stop being tracked by Google Analytics by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout>.

Finally, some of our products use the Flurry Analytics Platform. You can learn more about Flurry Analytics and opt out of tracking by following Flurry’s instructions at <https://dev.flurry.com/secure/optOut.do>.

SOCIAL MEDIA WIDGETS

Our website includes social media features, such as LinkedIn, Twitter, and YouTube buttons that run on our site. These features may collect your IP address and which page you are visiting on our websites, and may set cookies to enable the feature to work properly. Social media features and widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing it.

WEB BEACONS AND OTHER SIMILAR TECHNOLOGIES

Our website may contain electronic images known as web beacons (also called single-pixel gifs) that we use to help deliver cookies on our websites and count users who have visited our website.

We also include web beacons in our promotional email messages or newsletters to determine whether you open and act on them.

In addition to placing web beacons on our own websites, we sometimes work with other companies to place our web beacons on their websites or in their advertisements.

Our website may contain web beacons or similar technologies from third-party analytics providers, which help us compile aggregated statistics about the effectiveness of our promotional campaigns or other operations. These technologies enable the analytics providers to set or read their own cookies or other identifiers on your device, through which they can collect information about your online activities across applications, websites, or other products.

In addition to standard cookies and web beacons, our products can also use other similar technologies to store and read data files on your computer. This is typically done to maintain your preferences or to improve speed and performance by storing certain files locally. But, like standard cookies, these technologies can also be used to store a unique identifier for your computer, which can then be used to track behavior.