BACKPACK EXCHANGE

COOKIE POLICY

Last Updated: February 14, 2024

1.   Cookies and other similar technology on this website

1.1   This Cookie Policy is effective as of the "Last Updated" date above. Please note that this Cookie Policy may be updated from time to time.

1.2   Our website uses cookies, including to distinguish you from other users of our website. Among other things, cookies help us to provide you with a good experience when you browse our website and also allows us to improve our site and help us better provide services to you.

1.3   A cookie is a small text file that we store on your browser or computer or mobile device when you visit the site.

2.   Information We Collect by Automated Means

2.1   The Backpack Exchange Group is made up of different legal entities, including Trek Labs Ltd., Trek Labs Ltd FZE, Trek Labs Australia Pty Ltd, Trek Labs Inc., etc. When we refer to Backpack Exchange, we, us and our, we refer to the relevant company in the Backpack Exchange Group responsible for processing the personal data collected through the cookie. We will let you know which entity will be the controller for your personal data when you sign up to our Services with us.

2.2   When we refer to users, your and you, we mean users of our Services (as defined below).

2.3   When you visit www.backpack.exchange (the **Site**), view or click on our online advertisements (including our advertisements on third party websites), visit our social media pages or download and use one of our mobile applications (our **Services**), we collect certain information including, but not limited to, internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device data, MAC address, and other technology on the devices you use to access this website.

2.4   For more information on how we use your personal data, please refer to our Privacy Policy available here.

3.   Technologies We Use

We use the following types of cookies:

3.1 **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They may include, for example, cookies that enable you to log into secure areas of our website, and use our Service.

3.2 **Analytical or performance cookies.** These allow us to process analytics information, including to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

One of the analytics cookie providers we use is Google Analytics. For more information about how Google uses your personal data, please visit Google Analytics' Privacy Policy. To learn more about how to opt-out of Google Analytics' use of your personal data, please click here.

3.3 **Functionality cookies.** These may be used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

3.4 **Targeting cookies.** These cookies may record your visit to our website, the pages you have visited and the links you have followed. We may use this information to make our website and the advertising displayed on it more relevant to your interests. In addition, third-party advertising partners may set cookies and other tracking tools on our Services to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this data (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as "interest-based advertising", "personalized advertising", or "targeted advertising."

4. **How can you manage your cookies?**

4.1 Please also note that most web browsers accept cookies by default. You may also be able to change the settings to have your browser refuse certain cookies or notify you before accepting cookies. The procedures for changing your settings and cookies differ from browser to browser. If necessary, use the help function on your browser.

4.2 If you would like to adjust your cookie settings at any time, please do so by adjusting the cookie settings in your browser or contact us at support@backpack.exchange.Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of certain tracking on some mobile applications by following the instructions for Android, iOS, and others.

4.3 If you have any questions regarding this Cookie Policy, please submit your enquiry to support@backpack.exchange.