

# Birch Lane Cookie Policy

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Wayfair utilizes cookies and similar technologies for such features as providing basic website functionality, storing preferences, seeing how our services are used and offering a tailored experience. This Cookie Policy should be read in conjunction with our [Privacy Policy](#). If you have any questions or concerns about the Cookie Policy or its implementation, please contact us at [DataProtectionOfficer@wayfair.com](mailto:DataProtectionOfficer@wayfair.com) or as otherwise described in our Privacy Policy.

## What are Cookies & Similar Technologies?

- **Cookies** are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand activity and patterns, and facilitating online advertising.
- **Local storage technologies**, like HTML5, provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

Collectively we refer to these technologies as "cookies".

## How Do We Use Cookies?

We, our service providers, and our advertising partners use cookies to automatically log information about an individual's interactions with our services and communications, such as:

- **Device information**, such as computer or mobile device operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., WiFi, LTE, 3G), and general location information such as city, state, or geographic area.

- **Online activity information**, such as pages or screens viewed, how long individuals spend on a page or screen, the path you take through or to our website, navigation paths between pages or screens, information about activity on a page or screen, access times and duration of access, and whether individuals open our marketing emails or click links within them.

We use both persistent cookies and session cookies. Persistent cookies stay on your device for a set period of time or until you delete them, while session cookies are deleted once you close your web browser. We use persistent cookies, for example, to record your choice of language and country location. The cookies placed through your use of our website are either set by us (first-party cookies) or by a third party at our request (third-party cookies).

## Cookie Types & Descriptions

- **Necessary.** These cookies are necessary for you to interact with Wayfair's basic features. For example, they allow you to navigate the site, securely access important areas like your shopping cart, and more. Also, necessary cookies are used to maintain the website's security features.
- **Customer Preferences.** These cookies help us remember your actions so your site experience is tailored to your unique needs. This is how the site remembers items you viewed recently and makes certain interactions faster, like search. These cookies are also needed to preserve your preferences.
- **Analytics.** These cookies send data to Wayfair for the purpose of analyzing customer behavior so we can learn from your interactions to improve site experience for everyone. For instance, this data helps us better understand how users are finding information and which areas of the site are most helpful. This way we can evaluate site performance and functionality to continuously develop, customize, and improve our services and offerings. Specifically, we use Google Analytics to collect information about how users use our services, which we then use to compile reports that disclose trends without identifying individual visitors and help us improve our services. For more information on Google Analytics, click [here](#). For more information about Google's privacy practices, click [here](#). You can opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.
- **Advertising.** These cookies are needed to enable Wayfair advertisements published on our partners' websites to be tailored to your personal interests. These cookies track your browsing habits so that the advertisements you see are relevant to your needs.

We may also use web beacons in promotional emails and other communications with you, to allow

us to count how many people read them and to verify any clicks through to links within an email. We (or our marketing service providers on our behalf) use this to help us understand how an email campaign performed, what types of emails and content our recipients find interesting, and what actions our recipients took, so we can improve our email campaigns in the future and make our emails more relevant to our recipients. If you do not wish the web beacon to be downloaded onto your device, you should select to receive emails from us in plain text rather than HTML.

## How Can You Control the Use of Cookies?

Depending on where you access the services from, you may be presented with a cookie banner or other tool to provide permissions prior to non-Necessary cookies being set. In this case, we only set these non-Necessary cookies with your consent. Where this option is available, you may revoke your consent at any time with future effect by clicking on the cookie settings link in the footer of the website at any time. You may also visit our "[Your Privacy Rights & Choices](#)" page to find out more about the cookies used and your options for opting out.

You can also limit online tracking by:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit <https://www.allaboutcookies.org>. Use the following links to learn more about how to control cookies and online tracking through your browser:
  - [Firefox](#);
  - [Chrome](#);
  - [Microsoft Edge](#);
  - [Safari](#)
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings can provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.
- **Using privacy plug-ins or browsers.** You can block our websites from setting cookies used for interest-based ads by using a browser with privacy features, like [Brave](#), or installing browser plugins like [Privacy Badger](#), [Ghostery](#), or [uBlock Origin](#), and configuring them to block third party cookies/trackers.

- **Advertising industry opt-out tools.** You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies:
  - Digital Advertising Alliance for Websites: <https://optout.aboutads.info>
  - Network Advertising Initiative: <https://optout.networkadvertising.org>
- **Platform opt-outs.** Some of our advertising partners offer opt-out features that let you opt out of use of your information for interest-based advertising, including:
  - [Google](#)
  - [LinkedIn](#)
  - [Twitter](#)

Note that because these opt-out mechanisms are specific to the device or browser on which they are exercised, you will need to opt out on every browser and device that you use.

**Do Not Track.** Some Internet browsers can be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

## **Advertising Cookie Providers**

### **Bing (Microsoft)**

We use Microsoft Bing's ad platforms - specifically Bing's search related Ads and conversion tracking. Bing's web beacons are used on Wayfair properties to help personalize ads, optimize campaign performance in order to reduce costs, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in, and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://privacy.microsoft.com/en-gb/privacystatement>. You can change your preferences about the adverts you see on Bing by clicking here: <https://account.microsoft.com/privacy/ad-settings/>.

### **Commission Junction (subsidiary of Conversant Media)**

We use Commission Junction to help manage affiliates that refer users to Wayfair sites. Commission Junction's web beacons are placed on our site to confirm that an affiliate has successfully sent traffic to our site and give them credit for it. Affiliates receive a commission upon success confirmation through this process of using Commission Junction's beacons. The data they collect

and cookies they may set are subject to their privacy policy and can be viewed here:

<https://www.conversantmedia.com/legal/privacy>. You can change your preferences about interest-based advertising from Commission Junction here: <https://www.conversantmedia.com/optout>.

### **Criteo**

Criteo specializes in creating and delivering personalized advertising through "Criteo Dynamic Retargeting" and "Criteo Sponsored Products." We utilize Criteo as an advertising service provider and utilize their web beacons to help personalize advertisements on the Criteo platform. Criteo uses these beacons to better understand what products you may be interested in and use that information to display ads related to those products to you. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here (including the option to deactivate the Criteo services): <https://www.criteo.com/privacy/>.

### **Facebook**

We utilize Facebook as an advertising service provider and their web beacons (i.e. the Facebook Pixel) to help personalize advertisements on the Facebook platform. For this purpose, we may use and share information about how you use Wayfair and certain personal information about you with Facebook via the Facebook Pixel and by sending the information directly from our servers. This enables Facebook to help us deliver more relevant advertisements, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a user to make a purchase.

Within the scope of online behavioral advertising, we also use the Facebook tool Custom Audience. We generate a hash value from your data (which may include name, email address, gender, date of birth, phone number, city, state and postcode) and send it to Facebook for analysis and marketing purposes. Facebook compares the hash value with the hash values of their own user data they already have. Through this comparison, Facebook learns which of our users is also a Facebook user. We learn whether a match exists and can target our advertising measures.

The data they collect and cookies they may set are subject to their privacy policy. You can read more and change your preferences on Facebook here: <https://www.facebook.com/privacy/explanation>.

### **Google (Advertising Services)**

We utilize Google's ad platforms—specifically Product Listing Ads, Adwords, Search Engine Ads, and Ad Serving. Google's web beacons are used on Wayfair properties to help personalize ads, optimize campaign performance in order to reduce costs, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested

in, and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://policies.google.com/privacy>. You can change your preferences about the adverts you see on Google by clicking here: <https://www.google.com/settings/ads>.

### **LiveIntent**

We use LiveIntent as an advertising service provider and their web beacons help us personalize advertisements on the LiveIntent platform. The web beacons limit the number of times a customer sees an advertisement and help understand how effective a particular ad is in driving consumer marketing email subscriptions. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.liveintent.com/services-privacy-policy>.

### **Moebel.de**

Moebel.de is a furniture and interior design portal that refers users to Wayfair's sites. Their web beacons are used for conversion tracking purposes and are placed on our site in order to optimize the traffic that they send over to Wayfair. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.moebel.de/datenschutz>.

### **Paperplanes**

We partner with Paperplanes in order to execute personalized mailer campaigns in the UK. Paperplanes acts as a processor of your data for these purposes and, as part of the relationship, we transfer them data such as the site you are visiting Wayfair from, whether you are a new customer and which pages you have viewed while on the site. To learn more about PaperPlanes' privacy practices, please visit their privacy policy at <https://flypaperplanes.co.uk/privacy-policy/>.

### **Pinterest**

We utilize Pinterest as an advertising service provider and their web beacons to help personalize advertisements on the Pinterest platform. These web beacons enable Pinterest to help us deliver more relevant advertisements, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy. For more information on how Pinterest processes your data, including the legal basis Pinterest relies on and your privacy rights, visit: <https://policy.pinterest.com/en/privacy-policy>. You can change your preferences about the adverts you see on Pinterest by clicking here: <https://help.pinterest.com/en-gb/article/personalized-ads-on-pinterest>.

### **Taboola**

We utilize Taboola as an advertising service provider and their web beacons to help personalize advertisements on the Taboola platform. Taboola is used on many websites across the internet to display content-based advertisements. Their web beacons enable Taboola to help them deliver more relevant advertisements. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a consumer to subscribe to marketing emails. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here (including the option to deactivate interest-based ads from Taboola): <https://policies.taboola.com/en/privacy-policy/>.

### **Xandr (AppNexus)**

We utilize Appnexus to purchase and optimize advertisements on various sites across the internet. As a programmatic advertising platform, Appnexus provides Wayfair with the ability to purchase ads across a wide variety of sites through a single marketplace. Their web beacons are also used to help optimize those campaigns by delivering more relevant advertisements and optimizing campaign performance based on how effective a particular ad is in driving a user to make a purchase (conversion tracking). The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.xandr.com/privacy/platform-privacy-policy/>. You can deactivate interest-based ads from Xandr and access and delete your data at Xandr's privacy center: <https://platform.xandr.com/privacy-center/>.

### **Yahoo (Verizon Media)**

We utilize Yahoo to serve advertisements on their sites. Yahoo's web beacons are used to help optimize those campaigns by delivering more relevant advertisements and optimizing campaign performance based on how effective a particular ad is in driving a user to make a purchase (conversion tracking). The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.verizonmedia.com/policies/ie/en/verizonmedia/privacy/index.html>. You can adjust your settings and deactivate interest-based ads from Yahoo at Yahoo's Privacy Dashboard: <https://yahoo.mydashboard.oath.com/device>.