Motif – Cookie Policy

Last Updated: October 7th, 2025

This "**Cookie Policy**" supplements the information set out in our Privacy Notice accessible via our legal page located at https://motif.io/legal.html, and describes the different types of Cookies (as defined in the "Cookies" Explained and Why They are Used Section below) we use in connection with the Websites. If you would like to learn more about our data privacy practices, please refer to our Privacy Notice. Terms that are capitalized but not defined in this Cookie Policy will have the meanings given to them in our Privacy Notice.

## 1.	"Cookies" Explained and Why They are Used

We or authorized third parties may collect certain information by automated means using cookies (which are small data files that are placed on your computer or mobile device that are set by us or by third parties when you visit a website or other online service) and a range of similar technologies, such as web beacons, local or web storage, and embedded scripts, as described below (which we will refer to all such technologies collectively as, "**Cookies**").

- Web Beacons: Web beacons, or "clear gifs," and single-pixel tags/gifs, or web tags, are tiny graphics with a unique identifier placed on a website or in an email that gathers information about your interaction with that website or email. Because of their small size, they are not visible.

- Local or Web Storage: Local or web storage refers to other places on a browser or device where information can be stored. It includes both your own device storage and browser cache.

- Embedded Scripts: An embedded script is a programming code that is designed to collect information about your interactions with the Websites, such as the links you click. The code is temporarily downloaded onto your device, is active only while you are connected to the Websites and is deactivated or deleted after you are no longer connected.

Cookies enable information such as Usage Data, to be collected, and are designed to gather information about your interaction with a website or email, such as, the pages visited, links you clicked and/or whether or not an email was opened. Motif uses Cookies for purposes such as to provide content or features on the Websites, to help us remember you and your preferences, and improve your user experience by making the Websites more efficient and relevant to you. Cookies may also be used for targeted advertising purposes. You can find more information about Cookies at: www.allaboutcookies.org or www.youronlinechoices.eu.

## 2.	Types of Cookies

Session and Persistent Cookies

- *Session Cookies* - A session Cookie is temporary and enables you to move from page to page on the Websites and allows information that you enter to be remembered. A session Cookie is deleted when you close your browser or after a short time.

- *Persistent Cookies* - A persistent Cookie stays in your browser and will be read by us when you return. A persistent Cookie helps us recognize you as an existing user, so it is easier for you to return and interact with the Websites.

First and Third Party Cookies

- *First-party Cookies* - First-party Cookies are directly stored by the website (or domain) you visit. First-party Cookies may be set either by us or by a service provider at our request.

- *Third-party Cookies* - Third-party Cookies are created by domains that are not the website (or domain) that you are visiting. These are usually placed on a website through adding scripts or tags. A third-party Cookie is accessible on any website that loads the third-party server's code.

## 3.	What Types of Information do Cookies Collect?

Cookies enable different types of information to be collected depending on the type of Cookie and its purpose. Some examples of information that Cookies may enable to be collected when you use the Websites include:

- The pages you visit within the Websites;

- The buttons you click on the Websites;

- The date and time you visit the Websites;

- The amount of time you spend on the Websites;

- The Internet Protocol ("IP") address used to connect your computer/mobile phone to the internet; and

- Your device (such as computer, mobile phone) and connection information such as your browser type and version and operating system.

4.   The Categories of Cookies Used by Motif

We, or third parties acting on our behalf, use the types of Cookies identified above in the following ways:

Strictly Necessary – These Cookies are essential because they enable the Websites to work properly, and they cannot be disabled. Without these Cookies, some portions or functionality of the Websites cannot be provided. These Cookies do not gather information about you for marketing purposes. For example, Strictly Necessary Cookies are used to:

- Track consents across the website domain.

- Remember information that you fill in when performing certain activities on the Websites.

- Pass information from one page to the next, for example when filling out support forms.

- Provide the Websites according to your preferences.

- Read your browser and device settings to optimize the display of the Websites.

- Locate and identify misuse of the Websites.

- Load the Websites uniformly to maintain accessibility.

- Authenticate users and prevent fraud.

Functional Cookies -- These Cookies allow the website to remember choices you make (such as your username, language, or the region you are in) and provide enhanced, more personal features. These Cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. The information these Cookies collect may be anonymized and they cannot track your browsing activity on other websites. For example, we use Functional Cookies to:

- Provide you a personalized experience, such as remembering how you have customized the Websites.

- Remember information that you fill in when performing certain activities on the Websites.

- Store your preferences such as language.

Performance/Analytics Cookies -- These Cookies collect information about how visitors use and interact with the Websites and the performance of the Websites, for example, which pages visitors go to most often, the content you view, the rate you engage with the content, what websites you visit immediately before and after visiting the Websites, your system and some geographic information, and any error messages from issued when accessing or interaction with the pages or functionality within the Websites. This category does not include Cookies used for behavioral/targeted advertising networks. For example, Performance/Analytics Cookies are used by us to:

- Maintain, operate, and continually improve the Websites.

- Keep track of the number of visitors to the pages within the Websites.

- Keep track of the length of time that each visitor spends on the pages within and/or the features of the Websites.

- Determine the order in which a visitor visits the various pages or features of the Websites.

- Determine the website a visitor was at before navigating to our Websites and the website a visitor is going to immediately after leaving our Websites.

- Identify performance issues with the Websites.

- Assess which parts of the Websites need improvement.

- Obtain information from our email newsletters or other communications we send to you, including whether you opened or forwarded a newsletter or clicked on any of its content, which tells us about our newsletters' effectiveness and helps us ensure that we're delivering information that you find interesting.

Targeting/Advertising Cookies – These third-party Cookies are used to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. Targeting/Advertising Cookies are usually placed by advertising platforms that work with other organizations to deliver personalized experiences to you. Targeting/Advertising Cookies utilized on our Websites may be used to:

- Advertise our products and services across the Internet.

- Track the performance and efficacy of our advertisement campaigns (for example, keeping track of how many visitors click on the advertisement or how you interact with the advertisements that we serve).

- Improve reporting on campaign performance.

- Tailor our marketing to better suit your needs and only display ads that are relevant to you.

- Keep track of which advertisements you have already been shown so that you are not always shown the same ones.

5.   Third Party Analytics Providers and Advertising Technologies

We use certain third party providers of analytics and/or advertising technologies that may use Analytics Cookies and/or Targeting/Advertising Cookies on our Websites. For more information on how these technologies are used by the third party analytics and/or advertising providers, please refer to the applicable policies linked below. For a full list of third parties that utilize Cookies on our behalf, please contact us as described in the [Contact Us](#) Section below.

Analytics Providers

- Google Analytics: www.google.com/policies/privacy/partners/.

- Hubspot Analytics: https://legal.hubspot.com/privacy-policy.

Targeted Advertising Partners

- LinkedIn Ads: https://www.linkedin.com/legal/privacy-policy.

- Google Ads: www.google.com/policies/privacy/partners/.

6.   How to Manage Your Cookie Preferences

Where required by applicable law, we will obtain your consent prior to setting Cookies (except for strictly necessary Cookies). Most web and mobile device browsers automatically accept Cookies, but if you prefer, you can change your browser to prevent that or to notify you each time a Cookie is set.

To learn more about Cookies, including how to manage Cookies and opt-out of Cookies being placed on your device, please visit http://www.allaboutcookies.org/manage-cookies/index.html.

While tracking is widespread over the internet, there are things you can do to minimize these activities with respect to browser Cookies.

Browser Settings & Do Not Track Preferences:

- *Browser Settings*: You may alter certain Cookie settings in your browser settings at any time. Some browser providers offer comprehensive help relating to cookie management in their products. You may elect to accept all or only certain Cookies. If you disable Cookies in your browser settings, however, you may find that the Websites or certain portions or functionality of the Websites will not work.

- *Do Not Track Preferences:* You may turn on the Do Not Track ("*DNT*") setting in your browser, which will enable your browser to send a special signal to websites, analytics companies, plug in providers, and other

web services you encounter while browsing to stop tracking your activity. To turn on your DNT signal, please visit https://allaboutdnt.com/#adjust-settings.

There is no consensus among industry participants as to what "Do Not Track" means in this context. Like many websites and online services, Motif does not currently alter our practices when we receive a DNT signal or other similar transmissions that indicate a request to disable online tracking of users who use the Websites, except as specifically required by law. For information about "Do Not Track" please visit All About DNT.

Google Analytics Opt-Out: You can download the Google Analytics opt-out browser add-on at: https://tools.google.com/dlpage/gaoptout/.***Web Beacons and Pixels***: You may avoid web beacons and pixels by disabling the functionality that allows remote images to load in your email account and refraining from clicking on any links in email messages.

Advertiser Specific Opt-Outs - Targeting/Advertising Cookies:

- *Google:* https://www.google.com/settings/ads/anonymous

- *Linkedin Ads*: https://www.linkedin.com/help/linkedin/answer/62931

- *DAA*: You may use the Digital Advertising Alliance ("*DAA*") consumer choice tools to apply opt-outs to interest-based advertising and other applicable uses of web-viewing data by DAA participating companies by visiting http://optout.aboutads.info/?c=2&lang=EN#completed.

- *NAI*: You may also manage opt-outs through the Network Advertising Initiative ("*NAI*") opt-out tool at http://optout.networkadvertising.org/?c=1

Opting out from one or more companies listed on the DAA consumer choice tools or the NAI Consumer opt-out tool will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Websites or any third-party services. You may continue to receive advertisements, for example, based on the particular website that you are viewing (***i.e.***, contextually based ads).

7.   Modifications to this Policy

Motif reserves the right to amend this Cookie Policy at any time and without notice. The updated and amended Cookie Policy will be effective upon posting. When we make material changes to this Cookie Policy, we'll provide you with prominent notice e.g., by displaying a prominent notice on our Websites. If you do not agree to the revised Cookie Policy, you should alter your preferences, or consider ceasing use of the Websites. By continuing to access or make use of the Websites after the changes become effective, you agree to be bound by the revised Cookie Policy.

8.   Contact Us

If you have any questions about this Cookie Policy, please contact us as follows:

By email: Legal.Inquiry@motif.io; *Subject Line*: Cookie Policy Request

By mail: Motif Systems, Inc.
                        Attn: Motif Cookie Policy Request
                        2261 Market Street STE 5531
                        San Francisco, CA 94114