

# COOKIE POLICY

## 1. Cookie Policy

Fontem US, Inc. d/b/a blu eCigs (“blu,” “us,” “we” or “our”) and our third-party providers set and use cookies and similar technologies on all blu websites (collectively, the “Website”) to store and manage user preferences, deliver targeted advertising, enable content, and gather analytic and usage data. The use of cookies and other tracking technologies is standard across all blu Websites through which information is collected about your online activities across applications, websites, or other services. This Cookie Policy provides information about how we use cookies and similar technologies on our Website, and how you can control and manage them. Please see our Website [Terms & Conditions](#) and [Privacy Policy](#).

## 2. What are cookies?

A cookie is a small data file that is placed on your computer or other device to allow a website to recognize you as a user when you return to the website using the same computer and web browser, either for the duration of your visit (using a ‘session cookie’) or for repeat visits (a ‘persistent cookie’). Other similar files work in the same way and we use the word ‘cookie’ in this policy to refer to all files that collect information in this way.

Cookies are an extremely common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use cookies for the following purposes:

**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 or make use of online payment services.

**Analytical cookies.** They allow us to recognize 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.

**Functionality cookies.** These are used to recognize you when you return to our Website and to embed functionality from third party services. This enables us to personalize our content for you, greet you by name, remember your preferences (for example, your choice of language or region) and to integrate useful services provided by third party providers into our Website e.g. maps and social media features.

**Advertising 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 the advertising displayed to you more relevant to your interests. We may also share this information with third parties for this purpose.

## 3. How to control and delete cookies

When you accessed the Website, you were presented with a message cookies and your options regarding cookies. We had to use a cookie to present you with that notice (you can see details of this cookie under Cookie Banner in the table below). After you consent to our use of some or all cookies, your continued use the Website will allow more cookies and other tracking technologies to

be placed on your computer (as further described in this Cookie Policy) in order to improve our Website and your browsing experience and to tailor the adverts and content you see.

#### 4. Cookies used by us on our Website

Below is a list of the cookies used by us on this Website together with details about what each is used for (this includes 3rd party cookies):

##### Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

##### Cookies used

- OptanonConsent
- OptanonAlertBoxClosed
- dwsecuretoken\_fd899ff93f05a579d10fc9ed70530330
- dwsid

##### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

##### Cookies used

- \_gat\_UA-91570417-1
- \_gid
- \_\_cq\_uuid
- \_gat\_UA-91570417-2
- \_ga
- cqcid
- \_vwo\_uuid\_v2
- \_\_cq\_bc

##### Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages.

If you do not allow these cookies then some or all of these services may not function properly.

##### Cookies used

- weird\_get\_top\_level\_domain

### Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

### Cookies used

- dwanonymous\_fd899ff93f05a579d10fc9ed70530330

Cookies

Categories

cquotient.com

- uuid

## 5. How to opt-out or modify cookies and other tracking technologies

We understand that you may want to know more about cookies. Here are some useful resources that provide detailed information about types of cookies, how they are used, and how you can manage your cookie preferences: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). If we process cookies based on your consent, you can also revoke, alter and/or reject the cookies we use on this Website [here](#)

[Cookie Settings](#)

Please note, that if you exercise this right, you may have to then provide your consent on a case-by-case basis for the use by us or disclosure of certain cookies, if such use or disclosure is necessary to enable you to utilize some or all of our services, and that restricting cookies may mean that you will not be able to take full advantage of all the features or services available on this Website.

If you want to opt out of receiving interest-based advertising, it does not mean that you will no longer receive advertising when you are using our services. It just means that we will not use information collected about you for IBA and that any advertising you see will not be customized and may not be relevant to you. You can exercise your online advertising choices at <http://optout.aboutads.info> or by clicking the AdChoices icon in an ad and following the instructions. You may also opt out of receiving interest-based ads from many sites through the [Network Advertising Initiative's \(NAI\) Opt Out Tool](#) and in the EU at <http://www.youronlinechoices.com/>. Remember, if you delete cookies, use a different device, or change web browsers, you may need to opt out again.

Mobile devices have an identifier that gives companies the ability to serve targeted ads to a specific mobile device. In many cases, you can turn off mobile device ad tracking or you can reset the advertising identifier at any time within your mobile device privacy settings. Another tool you can use to control advertising on your mobile device is the [AppChoices App](#). You may also choose to turn off location tracking on your mobile device. If you turn off ad tracking or location tracking, we will no longer use information collected from your device's advertising identifier for the purposes of advertising. You may still see the same number of ads but they may be less relevant because they will not be based on your interests or location.