

Cookie Policy of family.one network

This document informs Users about the technologies that help family.one network to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with family.one network.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Family.one network uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information — such as the presence of other Trackers — in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How family.one network uses Trackers

Necessary

Family.one network uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Google Tag Manager (Google LLC)

Google Tag Manager is a tag management service provided by Google LLC.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Firebase Performance Monitoring (Google LLC)

Firebase Performance Monitoring is a monitoring service provided by Google LLC.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Trackers duration: up to 1 month

Functionality

Family.one network uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed directly by the Owner

Mailing list or newsletter (Family.one network)

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning family.one network. Your email address might also be added to this list as a result of signing up to family.one network or after making a purchase.

Personal Data processed: address, city, Cookies, date of birth, email address, first name, gender, last name, phone number and Usage Data.

Experience

Family.one network uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

Facebook Like Button and Social Widgets (Facebook, Inc.)

The Facebook Like Button and Social Widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

Trackers duration:

- _fbp: 3 months
- datr: 2 years
- lastExternalReferrer: duration of the session

General Data Collection and Usage

Collection

family.one collects information such as full name, age, email address(s), mailing address(s), billing address, phone number, relationship to children, relationship to other users, socio-economic status, such as employment position level, annual household income, as well as requested information on shopping preferences, product experience, newborn feeding preference and other information from time to time based on specific offers.

Requested Data Collection refers to any specific requests for information from the user. Requested data collection is broken down into three stages:

“Initial Registration”. “My Family” and “Additional Data”.

Initial Registration refers to data collected at the point of registration. This data includes at most the user’s full name, email address, mailing address, relationship to dependent children, dependent children including their date of birth.

My Family refers to the building of a family network including inviting other members of their family to join family.one and connect with one another. Connections established through My Family enable members of a family to share contests, freebies and other programs with one another and increase their odds of winning contests through additional entry points, as well as, from time to time, receive other benefits for increased activity.

Additional Data refers to instances where offers, contests, freebies or other programs require additional data as part of participation in them. By collecting data in this manner, family.one ensures that data is only collected with specifically relevant. In these instances, the user will be prompted to provide the requested data or choose not to participate in the program. Further, should the requested data require additional consent, specific terms and conditions will be presented along with the choice to participate or not.

Understanding Requested Data Collection and Usage

Each time data is requested, an "i" symbol provides an explanation of data collected at that point and how it will be used.

Double Opt-in

All registrants are required to complete a Double Opt-in Process wherein:

1. The User submits their information.
2. Information submitted is quarantine pending confirmation along with any account activity relevant to family.one's privacy policies and/or terms and conditions.
3. The User is then required to log in via email token to verify their email address.
4. Upon verification, data is removed from quarantine and transferred to active membership.

Usage

Data collected is used to provide additional services and aid in targeting marketing efforts by brands, including giveaways, baby starter packs and other boxes, exclusive items, other opportunities which family.one determines to be of benefit to specific members within its membership; and where relevant to aid in directing engagement towards those with whom they are most relevant. family.one prefers to engage only those who its services are relevant to, and only when they are relevant.

From time to time, family.one may develop new services and make them available for general or restricted access to members of the program or collaborate with other organizations.

family.one may contract a neutral party to perform redundancy tests on its membership to ensure that partnering brands, contributors, and others interacting with family.one are engaging its membership efficiently.

family.one may contract or collaborate with a communications service partner to facilitate distribution of a communication on behalf of itself or a third party while protecting the confidentiality of your data from transfer directly to a third party.

Measurement

Family.one network uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google Inc.)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google"). Google utilizes the Data collected to track and examine the use of family.one network, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- AMP_TOKEN: 1 hour
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute
- _gid: 1 day

Google Analytics 4 (Google LLC)

Google Analytics 4 is a web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of family.one network, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Google Analytics for Firebase (for apps) (Google LLC)

Google Analytics for Firebase (for apps) or Firebase Analytics is an analytics service provided by Google LLC. **In order to understand Google's use of Data, consult [Google's partner policy](#).**

Firebase Analytics may share Data with other tools provided by Firebase, such as Crash Reporting, Authentication, Remote Config or Notifications. The User may check this privacy policy to find a detailed explanation about the other tools used by the Owner.

Family.one network uses identifiers for mobile devices and technologies similar to cookies to run the Firebase Analytics service.

Users may opt-out of certain Firebase features through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Firebase related sections of this privacy policy, if available.

Personal Data processed: device information, number of sessions, operating systems, session duration, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Google Optimize (Google LLC)

Google Optimize is an A/B testing service provided by Google LLC ("Google").

Google may use Personal Data to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- `_gaexp`: 3 months
- `_opt_awcid`: 1 day
- `_opt_awgid`: 1 day
- `_opt_awkid`: 1 day
- `_opt_awmid`: 1 day
- `_opt_expid`: 10 seconds
- `_opt_utmc`: 1 day

Google Optimize 360 (Google LLC)

Google Optimize 360 is an A/B testing service provided by Google LLC ("Google").

This service allows the Owner to target groups of Users on the base of their past use of family.one network. Users that [opt-out](#) of tracking by Google Analytics will not be included in experiments created in Google Optimize 360.

Google may use Personal Data to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- `_gaexp`: 3 months
- `_opt_awcid`: 1 day
- `_opt_awgid`: 1 day
- `_opt_awkid`: 1 day
- `_opt_awmid`: 1 day
- `_opt_expid`: 10 seconds
- `_opt_utmc`: 1 day

Microsoft Clarity

Provider

Microsoft Corporation

Purpose

Heat mapping and session recording

Personal Data collected

Tracker

Usage data

Various types of data as specified in the privacy policy of the service

Description

Clarity is a session recording and heat mapping service provided by Microsoft Corporation.

Clarity honors generic "Do Not Track" headers. This means the browser can tell its script not to collect any of the User's data.

This is a setting that is available in all major browsers. Find Clarity's opt-out information [here](#).

Microsoft Clarity (Microsoft Corporation)

Microsoft Clarity is a session recording and heat mapping service provided by Microsoft Corporation. Microsoft processes or receives Personal Data via Microsoft Clarity, which in turn may be used for any purpose in accordance with the Microsoft Privacy Statement, including improving and providing Microsoft Advertising.

Personal Data processed: clicks, country, custom events, device information, diagnostic events, interaction events, layout details, mouse movements, page events, positional information, scroll-to-page interactions, session duration, time zone, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Canada – [Privacy Policy](#).

Trackers duration:

- ANONCHK: 10 minutes
- CLID: 1 year
- MR: 7 days
- MUID: 1 year
- SM: duration of the session
- _clck: 1 year
- _clsk: 1 day
- _cltk: indefinite

Marketing

Family.one network uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ad Manager (Google LLC)

Google Ad Manager is an advertising service provided by Google LLC that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. This service uses the “DoubleClick” Cookie, which tracks use of family.one network and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months

- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

GRAPHINIUM (Graphinium SAS)

GRAPHINIUM is an advertising service provided by Graphinium SAS.

Personal Data processed: Tracker and Usage Data.

Place of processing: France – [Privacy Policy](#) – [Opt out](#).

TikTok conversion tracking (TikTok Inc.)

TikTok conversion tracking is an analytics and behavioral targeting service provided by TikTok Inc. that connects data from the TikTok advertising network with actions performed on family.one network. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of family.one network.

Personal Data processed: device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- _tt_enable_cookie: 2 years
- _ttp: 2 years
- tt_appInfo: indefinite
- tt_pixel_session_index: indefinite
- tt_sessionId: indefinite

Taboola (Taboola Inc.)

Taboola is an advertising service provided by Taboola Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- *:session-data: indefinite
- COu: 1 month
- __tbwt: indefinite
- _data: 1 day
- _tb_sess_r: 30 minutes
- _tb_t_ppg: 30 minutes
- abLdr: 3 hours
- abMbl: 3 hours
- br: 30 minutes
- cnx_roi: 1 month
- datadome: 1 year
- eng_mt.crossSessionsData.SessionsHistory: indefinite
- eng_mt.numOfTimesMetricsSent: indefinite
- eng_mt.scrollDepth: indefinite
- eng_mt.sessionDepth: indefinite
- eng_mt.sessionStartTime: indefinite
- eng_mt.timeOnSite: indefinite
- eng_mt.ver: indefinite
- pixel_allow_checkout_start: indefinite
- redirect_data: 1 month
- rng: 1 day

- roi_cookie: 1 month
- sessionid: 1 day
- t_gid: 1 year
- t_pt_gid: 1 year
- taboola global:last-external-referrer: indefinite
- taboola global:local-storage-keys: indefinite
- taboola global:lspb: indefinite
- taboola global:tblci: indefinite
- taboola global:user-id: indefinite
- taboola:shopify:add_to_cart: indefinite
- taboola:shopify:collection_view: indefinite
- taboola:shopify:enable_debug_logging: indefinite
- taboola:shopify:page_view: indefinite
- taboola:shopify:pixel_allow_checkout_start: indefinite
- taboola:shopify:product_view: indefinite
- taboola:shopify:search_submitted: indefinite
- taboola:shopify:test: indefinite
- taboola_fp_td_user_id: 1 year
- taboola_select: 1 year
- taboola_session_id: duration of the session
- tb_click_param: 50 seconds
- tb_id: indefinite
- tbl-exm-apperance: indefinite
- tbl-exm-history: indefinite
- tbl-session-referrer: indefinite
- tbl_rtus_id: indefinite
- trc_cache: indefinite
- trc_cache_by_placement: indefinite
- trc_cookie_storage: 1 year

Pinterest Ads (Pinterest, Inc.)

Pinterest Ads is an advertising service provided by Pinterest, Inc. that allows the Owner to run advertising campaigns on the Pinterest advertising network.

Users may opt out of behavioral advertising features through their device settings, their Pinterest [personalization settings](#).

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- _pin_unauth: 1 year
- _pinterest_ct_ua: duration of the session

Google Ad Manager Audience Extension (Google LLC)

Google Ad Manager Audience Extension is a remarketing and behavioral targeting service provided by Google LLC that tracks the visitors of family.one network and allows selected advertising partners to display targeted ads across the web to them.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months

- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Firebase Cloud Messaging (Google LLC)

Firebase Cloud Messaging is a message sending service provided by Google LLC. Firebase Cloud Messaging allows the Owner to send messages and notifications to Users across platforms such as Android, iOS, and the web. Messages can be sent to single devices, groups of devices, or specific topics or User segments.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Trackers duration: up to 30 days

Trackers that do not fit the above categorizations

Contacting Chief Privacy Officer

A senior company officer has been appointed as the Privacy Officer at family.one. The Privacy Officer is accountable for all personal information at family.one. You may contact the Privacy Officer with any questions or concerns regarding our data sharing practices, including those related to our products and subsidiaries, at:

By Mail: Chief Privacy Officer
family.one Inc.
6D - 7398 Yonge St Unit # 656
Thornhill, ON
L4J 8J2

Fax: (289) 475-5958

Usage Analytics

In order to improve our services, we may collect and retain analytical data of your usage for reasons such as developing and organizing products, services, programs and other offerings according to your past activity

How to manage preferences and provide or withdraw consent on family.one network

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on family.one network.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU and UK), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying the use of Trackers

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help family.one network to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

Owner and Data Controller

family.one Inc.
6D - 7398 Yonge St Unit # 656
Thornhill, ON
L4J 8J2

Owner contact email: privacy@family.one

Since the use of third-party Trackers through family.one network cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by family.one network.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through family.one network (or third-party services employed in family.one network), which can include: the IP addresses or domain names of the computers utilized by the Users who use family.one network, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit

(e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using family.one network who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of family.one network. The Data Controller, unless otherwise specified, is the Owner of family.one network.

family.one network (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by family.one network as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy policy relates solely to family.one network, if not stated otherwise within this document.

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