SMACKDAB INC. OFFICIAL POLICY

COOKIE POLICY

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2.1

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1. INTRODUCTION

This Cookie Policy explains how Smackdab Inc. ("Smackdab," "we," "us," or "our") uses cookies and similar tracking technologies (like web beacons, pixels, local storage, session replay, and interaction analytics technologies) when you visit our website(s) (including https://smackdab.ai) or use our related services where this policy is linked or referenced (collectively, the "Service").

It explains what these technologies are, why we might use them, and your rights to control our use of them. This policy should be read together with our main **Smackdab Privacy Policy** available at https://smackdab.ai/legal/privacy-policy.

By using our Service, you agree to the use of cookies and similar technologies as described in this Policy.

2. DEFINITIONS

For the purposes of this Cookie Policy, the following terms shall have the meanings set forth below:

2.1. "Consent" means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which they, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to them.

2.2. "Cookie" means a small text file that is placed on a user's device when they visit a website, which allows the website to recognize that user's device and store certain information about the user's preferences or past actions.

2.3. "Data Controller" means the entity that determines the purposes and means of the processing of personal data. For the purposes of this Policy, Smackdab Inc. is the Data Controller for the cookies set on

our websites.

2.4. "Data Subject" means an identified or identifiable natural person whose personal data is processed. In the context of this Policy, this refers to users of our Service.

2.5. "GDPR" means the General Data Protection Regulation (EU) 2016/679, a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area.

2.6. "Personal Data" means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

2.7. "Processing" means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

2.8. "Service" means Smackdab's websites (including https://smackdab.ai) and related services where this Cookie Policy is linked or referenced.

2.9. "Session Cookie" means a type of cookie that is stored temporarily and is deleted when the user closes their browser.

2.10. "Persistent Cookie" means a type of cookie that remains on the user's device for a specified period of time or until manually deleted.

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3. WHAT ARE COOKIES AND SIMILAR TECHNOLOGIES?

Cookies: Small data files placed on your computer or mobile device when you visit a website. Cookies are widely used to make websites work, or work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, Smackdab) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, analytics).

Web Beacons/Pixels: Tiny graphics files that contain a unique identifier enabling us to recognize when someone has visited our website or opened an email containing them. This allows us, for example, to monitor traffic patterns, deliver or communicate with cookies, understand whether you have come to the website from an online advertisement displayed on a third-party website, improve site performance, and measure the success of email marketing campaigns.

Local Storage: Technologies like HTML5 local storage allow websites or applications to store information locally on your device, which can be used similarly to cookies but can store larger amounts of data.

Session Replay and Interaction Analytics: Technologies that record masked website interaction data, such as pages visited, clicks, taps, scrolling, navigation paths, page timing, device type, browser information, and session identifiers. We use these technologies to troubleshoot issues, debug website behavior, improve usability, and understand how visitors interact with our website. We do not use session replay to collect personal information that you type into website forms. Text entry fields, including text, email, telephone, number, and password fields, are masked before replay data is collected.

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4. WHY WE USE COOKIES

We use first-party and third-party cookies and similar technologies for several reasons:

Essential Operation: Some cookies are strictly necessary for the technical operation of our Service and website (e.g., to enable logins, maintain sessions, ensure security).

Functionality: To provide enhanced functionality and personalization (e.g., remembering your preferences like language or region).

Performance and Analytics: To collect information about how Visitors and Users interact with our Service, helping us understand usage patterns, improve performance, and identify areas for enhancement.

Session Replay and Interaction Analytics: To review masked interaction patterns, diagnose website issues, improve user flows, and understand which website content and features are useful to visitors.

Advertising and Targeting: To make advertising messages more relevant to you and your interests, both on our site and potentially on other websites (retargeting). These cookies track browsing habits and help deliver ads likely to be of interest.

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5. TYPES OF COOKIES WE USE

We classify the cookies we use into the following categories:

5.1. Strictly Necessary Cookies

These cookies are essential for you to browse the website and use its features, such as accessing secure areas. The Service cannot function properly without these cookies. Consent is not typically required for these cookies under most regulations, but we inform you about them.

Examples:

- Session management cookies that maintain your logged-in status
- Authentication cookies that verify your identity
- Security cookies that prevent fraudulent use
- Load balancing cookies that distribute traffic to make the site responsive

Current Implementation: We currently use strictly necessary cookies for authentication, session management, and security purposes. These cookies typically expire when you close your browser (session cookies) or within 30 days (persistent cookies).

5.2. Functional Cookies

These cookies allow our website to remember choices you make (such as your user name, language, or the region you are in) and provide enhanced, more personal features. They may also be used to provide services you have asked for, like watching a video or commenting on a blog. The information these cookies collect may be anonymized, and they cannot track your browsing activity on other websites.

Examples:

- Preference cookies (language, region)
- Login persistence cookies (if you select "remember me")
- User interface customization cookies
- Social media sharing capabilities

Current Implementation: We use functional cookies to remember your language preference, display settings, and features you've enabled within the platform. These cookies typically last from 30 days to 12 months.

5.3. Performance / Analytics Cookies

These cookies collect information about how you use our website, like which pages you visit most often, how long you stay, and if you get error messages. This data helps us improve how our website works. All information these cookies collect is typically aggregated and therefore anonymous. If third-party analytics services are used (e.g., Google Analytics), they may collect identifiers like IP addresses, subject to their own privacy policies and potential anonymization features.

Examples:

- Google Analytics cookies
- Internal usage tracking cookies
- A/B testing cookies for feature optimization
- Performance monitoring services
- Session replay and interaction analytics technologies

Current Implementation: As of May 31, 2026, Smackdab uses analytics and privacy-protective session replay technologies to gather information about site usage and visitor interactions. Session replay data may show how visitors move through and interact with pages, but text entry fields are masked so personal typed

content is not collected. We use this data for debugging, troubleshooting, usability improvement, and analytics, and we limit session replay retention periods.

5.4. Targeting / Advertising Cookies

These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and help measure the effectiveness of advertising campaigns. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website, and this information is shared with other organizations such as advertisers.

Examples:

- Cookies set by ad platforms like Google Ads, LinkedIn Ads, Facebook Pixel
- Retargeting cookies that show Smackdab ads on other sites after you've visited us
- Conversion tracking cookies to measure ad effectiveness

Current Implementation: As of April 26, 2025, Smackdab uses targeted advertising cookies from Google Ads, LinkedIn Ads, and Meta (Facebook) Pixel to optimize our marketing efforts and show relevant ads to potential customers. Users can opt out of these cookies as described in Section 7.

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6. THIRD-PARTY COOKIES

In addition to our own first-party cookies, we utilize various third-party cookies from the following providers:

6.1. Analytics Providers

- **Google Analytics** (Privacy Policy)
- **Mixpanel** (Privacy Policy)
- **Hotjar** (Privacy Policy)

6.2. Advertising Partners

- **Google Ads** (Privacy Policy)
- **LinkedIn Ads** (Privacy Policy)
- **Meta (Facebook) Pixel** (Privacy Policy)

6.3. Functionality Providers

- **Intercom** for customer support chat (Privacy Policy)
- **Zendesk** for support ticketing (Privacy Policy)

Each of these third parties collects and uses information under their own privacy policies. We encourage you to review these policies for more information about how they handle your data.

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7. YOUR CHOICES & MANAGING COOKIES

You have the right to decide whether to accept or reject cookies (other than Strictly Necessary cookies). Here are the ways you can control cookies:

7.1. Browser Settings

Most web browsers allow you to control cookies through their settings preferences. You can set your browser to refuse cookies or delete certain cookies. Please note that if you choose to block or delete cookies, certain features of the Smackdab Service or website may not operate correctly or at all. You can find instructions for managing cookies in common browsers here:

- **Google Chrome:** Click the three dots in the top right, select "Settings" > "Privacy and security" > "Cookies and other site data"
- **Mozilla Firefox:** Click the menu button, select "Settings" > "Privacy & Security" > "Cookies and Site Data"
- **Apple Safari:** Choose "Safari" > "Preferences" > "Privacy"
- **Microsoft Edge:** Click the three dots in the top right, select "Settings" > "Cookies and site permissions" > "Cookies and site data"

For other browsers, please consult your browser's documentation.

7.2. Advertising Opt-Outs

To opt out of interest-based advertising from participating ad networks, you can visit industry opt-out pages such as:

- Network Advertising Initiative (NAI): http://optout.networkadvertising.org/
- Digital Advertising Alliance (DAA): http://optout.aboutads.info/
- European Interactive Digital Advertising Alliance (EDAA) (for EU users): http://www.youronlinechoices.eu/

Please note that opting out does not mean you will no longer see ads; it means the ads you see may be less relevant to your interests.

7.3. Mobile Device Controls

On your mobile device, you can adjust your privacy and advertising settings to limit tracking for advertising or to reset your advertising identifier. For example:

- **iOS devices:** Go to "Settings" > "Privacy & Security" > "Tracking" and disable "Allow Apps to Request to Track"
- **Android devices:** Go to "Settings" > "Privacy" > "Ads" and enable "Opt out of Ads Personalization"

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8. DO NOT TRACK

Some browsers have a "Do Not Track" (DNT) feature that signals to websites that you don't want your online activity tracked. Because there is not yet a common understanding of how to interpret DNT signals, our website does not currently respond to DNT browser signals. We will continue to monitor developments around DNT browser technology and the implementation of a standard.

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9. CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Policy regularly to stay informed. The date at the top indicates the last revision. Material changes follow TOS §15.16(a): at least thirty (30) days' advance notice before they take effect, unless a shorter period is required by law or for urgent security reasons. Your continued use of our Service after the effective date constitutes your acceptance of the updated Cookie Policy.

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10. CONTACT US

If you have questions about our use of cookies or this Policy, please contact us using the details provided in our main **Smackdab Privacy Policy** at https://smackdab.ai/legal/privacy-policy, or directly via:

Email: privacy@smackdab.ai **Mail:** Smackdab Inc. Attn: Privacy Team 372 Live Oak Ln Marco Island, FL 34145 United States

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11. INTERNATIONAL USERS

10.1. European Economic Area (EEA), United Kingdom (UK), and Switzerland

If you are located in the EEA, UK, or Switzerland, our use of cookies that are not strictly necessary is based on your consent. Additionally, under applicable law, you have the right to object to profiling and automated decision-making based on cookies.

10.2. Other Jurisdictions

Different countries may have specific regulations regarding cookies and similar technologies. We endeavor to comply with the cookie laws of the jurisdictions in which we operate. If you are accessing our Service from

a jurisdiction not specifically addressed in this Policy, please contact us at privacy@smackdab.ai for more information about how we comply with local requirements.

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12. COOKIE RETENTION PERIODS

Different types of cookies remain in your browser for different periods:

- **Session Cookies:** These are temporary and expire when you close your browser.
- **Persistent Cookies:** These remain on your device for a set period, which can range from a few minutes to several years, depending on their purpose.

Here are the specific retention periods for the categories of cookies we use:

- **Strictly Necessary Cookies:** Most expire at the end of your session, with some authentication cookies persisting up to 30 days to maintain your login status.
- **Functional Cookies:** These typically last between 30 days and 12 months, depending on the specific function.
- **Analytics Cookies:** We set these to expire after 14 months maximum, and many expire much sooner (e.g., 24 hours, 7 days, or 90 days).
- **Session Replay Data:** We retain masked website session replay data for 30 days.
- **Advertising Cookies:** Most advertising cookies are set to expire after 90 days, though some may persist up to 12 months as determined by advertising partners.

You can view the specific expiration dates of cookies placed on your browser by using your browser's cookie management features as described in Section 7.1.

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