

My Heirloom Cookie Policy

Last Updated: January 15, 2025

This Cookie Policy explains how **My Heirloom LLC** ("My Heirloom," "we," "us," or "our") uses cookies and similar technologies when you interact with our Platform (www.myheirloom.us) and related services.

By using our Platform, you consent to the collection and use of information as described in this Cookie Policy.

What Are Cookies?

Cookies are small data files placed on your device when you visit Platforms. These files contain unique identifiers that help us recognize you and improve your browsing experience.

Similar Technologies

In addition to cookies, we use other technologies such as:

- **Pixels:** Tiny images embedded in web pages or emails that track how you interact with our Platform.
 - **SDKs (Software Development Kits):** Pre-defined code in mobile applications to optimize app performance and functionality.
 - **Local Storage:** Stores data on your device to enhance functionality, such as remembering preferences.
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Why We Use Cookies

We use cookies to:

- Improve functionality and performance.
 - Save your preferences, like login details or language selection.
 - Analyze usage patterns for site enhancements.
 - Detect and prevent fraudulent or abusive activity.
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Types of Cookies

1. **First-Party Cookies:** Placed by My Heirloom for essential functionalities.
2. **Third-Party Cookies:** Used by our trusted partners for purposes like payment processing and fraud detection.
3. **Session Cookies:** Temporary cookies that expire when your browser is closed.

4. **Persistent Cookies:** Remain on your device until manually deleted or upon expiration.

Further, cookies and similar technologies enable us to differentiate between you and other visitors, and store information about your visit, which can both make it easier to visit the Platform again and make the Platform more useful to you. This information is notably used to improve the functionality of the services provided on the Platform; for data analysis purpose; to detect and defend against fraudulent, abusive, or unlawful activity; to save your login details so you won't need to re-enter them each time you wish to log in, or to remember the display language you previously selected so you won't need to select it each time you visit the Platform.

Some cookies are associated with your account and personal information (as defined in our Privacy Policy), while others are not. Cookies and similar technologies collect, retain, and share with third parties online personal identifiers and your browsing activity on our Platform. "Online personal identifiers" that may be shared with third-parties include data that may identify you and include, for example, device fingerprints and MAC addresses. In certain instances, an IP address may also constitute an "online personal identifier."

Managing Cookies

Mandatory cookies are essential for the Platform's functionality and do not require consent. You can manage your cookie preferences via your browser settings. Disabling cookies may impact Platform performance and limit functionality.

For more details, visit:

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari (Desktop)
- Safari (Mobile)
- Android Browser
- Opera
- Opera Mobile

Updates to This Policy

We reserve the right to modify this Cookie Policy. Any changes will be communicated via email or on our Platform.

If you have questions, please contact our Data Protection Officer at: privacy@myheirloom.us