



E INK COOKIE POLICY

Last Update: 09 January 2019

1 INTRODUCTION

- 1.1 The purpose of this cookie policy is to describe how E Ink uses cookies and other tracking technologies (such as JavaScripts and tracking codes) ("**Cookie Policy**"). We refer to these cookies and other tracking technologies collectively as "*cookies*".
- 1.2 E Ink Holdings Inc., with its address at No.3, Lixing 1st Rd, Hsinchu Science Park, Hsinchu 300, Taiwan, ("**E Ink**", "**we**", "**our**", or "**us**") operates this site and other E Ink websites. Some of our affiliates and subsidiaries also operate public websites, such as a blog and certain social media sites. This Cookie Policy applies only with respect to information collected via the E Ink websites on which a direct hyperlink to this Cookie Policy is posted (individually and collectively the "**Site**").
- 1.3 E Ink operates the Site in the capacity of a controller with the following exceptions. The E Ink blog and social media sites (other than Weibo and WeChat, which are both operated by E Ink) are operated by E Ink Corporation, with an address at 1000 Technology Park Drive, Billerica, MA 01821, USA and for those sites references to "E Ink", "we", "our" or "us" in this Cookie Policy refer to E Ink Corporation.
- 1.4 Our Site uses cookies to ensure that we give you the best possible experience by providing you personalized information, understand how you use our Site and help you obtain the right information.
- 1.5 For more information about how we process your personal data please see our Privacy Policy, which can be found [here](#).

2 WHAT ARE COOKIES?

- 2.1 Cookies are small files that a website saves on your computer or mobile device (such as your mobile phone, laptop or tablet) when you visit the website. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website. Cookies also let us know how many people visit our Site.

3 WHO SETS THE COOKIES?

- 3.1 Cookies may be placed on your device by the respective Site operator. These cookies are called "*first party*" cookies. Certain cookies may be placed on your device by a third party other than the Site operator, such as providers of marketing services and cookie and other tracking technologies related services (e.g., publishers, data management platforms, and demand side platforms). These cookies are called "*third party*" cookies. For example, third parties such as LinkedIn, Pinterest, Weibo, Instagram, Twitter, Google+, YouTube, Salesforce.com, HubSpot and Facebook may place a cookie to integrate their social media platform and be able to share its capabilities with you.

4 WHEN DO COOKIES EXPIRE?

- 4.1 Some cookies operate from the time you visit the Site to the end of that particular web-browsing session. These cookies expire and are afterwards automatically deleted when you close your Internet browser window. These cookies are called “*session*” cookies.
- 4.2 Some cookies will stay on your device between browsing sessions – they do not expire when you close your browser. These cookies are called “*persistent*” cookies. The length of time a persistent Cookie stays on your device varies from cookie to cookie. In some instances, we use persistent cookies for a variety of purposes, such as to store your user settings after sign in, so that they are available for the next visit and to link your activities on the Site to your social networks.
- 4.3 Please contact us using the contact details listed below, if you would like to know more about the lifespan of any particular cookie.

5 THESE ARE THE DIFFERENT TYPES OF COOKIES WE MAY USE ON OUR SITE:

5.1 Essential Cookies

These cookies are necessary for the website to function and cannot be switched off without impairing the functioning of our website. They are set to respond to actions taken by you to make 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 help us to remember your user settings and your log in information, as well as allow us to keep this information available to you across multiple pages as you browse our Site (i.e., a PHP session).

5.2 Performance Cookies and Tracking Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website. 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 by third-party providers or immediately by us. If you block these cookies, we will not know when you have visited our website, and will not be able to remember your preferences when you make subsequent visits.

6 TYPES OF DATA HELD

- 6.1 The types of data held by E Ink cookies include: feature data, IP address and other unique identifiers such as UDID or MAC address (this can also include randomly generated sequences of letters and numbers), times and dates that the user interacted with the Site recently, pages and unique URLs visited within our Site, clicks on links or graphics included in electronic newsletters, and the marketing materials or referring pages that led the user to the Site, preferred Site settings and system features.

7 HOW DO WE USE COOKIES?

- 7.1 In some cases, we use cookies to collect information that relates to identified or identifiable natural persons, for example, if it is combined with other information. In these cases, our Privacy Policy (see [here](#)) will apply in addition.

7.2 We use cookies for the below purposes:

Essential Cookies:

- Remember the (signed in) user settings such as language and other preferences and authentication details – this can include password and username;
- Keep information available across multiple pages as you browse our Site (i.e., a PHP session);
- Process orders;
- Distinguish users and individual sessions.

Performance and Tracking Cookies:

- Collect Site statistical data, including number of visitors and how they use our Site, to understand traffic patterns, optimize our Site and enhance your experience;
- Provide social media integration, optimization and sharing capabilities for the social media;
- Deliver advertising, communications, and content on our Site that is specific to your interests;
- Gather location data to display the correct language version of the website;
- Distribute traffic to the Site on several servers in order to optimize response times.

7.3 If you register on our Site, or otherwise provide us with your personal data, we may associate that information with other information we collect from or about you or that you provide, information regarding your use of our Site, or information we receive from or about you from third parties. We will use this combined data for marketing and analytics purposes. For further information, please refer to our Privacy Policy, which can be found [here](#).

8 HOW CAN YOU BLOCK, DELETE OR OTHERWISE MANAGE COOKIES?

8.1 You are free to block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you set your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our Site.

8.2 Your Internet browser allows you to change your cookie settings, including deleting and blocking them. These settings are usually found in the “Options” or “Preferences” sections of the “Settings” menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the “Help” option in your internet browser for more details. These websites provide information on how to adjust the cookies settings on some popular browsers: [Apple Safari](#); [Google Chrome](#); [Microsoft Edge](#); [Microsoft Internet Explorer](#) and [Mozilla Firefox](#).

8.3 Please note that if you choose to block cookies, you will not necessarily see fewer ads. However, the ads you see may be less relevant to your interests. You can also opt out of the

use of cookies to tailor content or advertising to you by visiting, for example, [AllAboutCookies](#), [YourAdChoices](#) or [Network Advertising Initiative](#).

- 8.4 Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js) to enable website visitors to prevent their data from being used by Google Analytics. For further information on how to opt-out, download and install the Google add-on for your web browser, see on Google's website <https://tools.google.com/dlpage/gaoptout?hl=en>.

9 AMENDMENTS

- 9.1 E Ink will amend this Cookie Policy from time to time and inform you, as required by applicable law, but we will not reduce your rights.

10 HOW TO CONTACT US

- 10.1 If you have any questions, comments, or requests regarding our use of cookies, please direct your request to:

E Ink Holdings, Inc.
No.3, Lixing 1st Rd.
Hsinchu Science Park
Hsinchu 300
Taiwan

For the E Ink blog and social media sites (other than Weibo and WeChat):

E Ink Corporation
1000 Technology Park Drive, Billerica, MA 01821
USA

E-mail address: compliance@eink.com