

## SNAP-ON COOKIES & SIMILAR TECHNOLOGIES POLICY

This Cookies & Similar Technologies Policy (“**CST Policy**”) describes the different types of cookies and similar technologies that we use. We may change this CST Policy at any time. Please take a look at the “*LAST REVISED*” legend at the top of this page to see when this CST Policy was last revised. Any changes in this CST Policy will become effective when we make the revised CST Policy available on or through our websites or mobile apps.

If you have any questions, please contact us by email at [DiagnosticsMarketing@snapon.com](mailto:DiagnosticsMarketing@snapon.com).

### 1. WHAT ARE COOKIES AND SIMILAR TECHNOLOGIES?

Cookies are a standard feature of websites that allow us to store small amounts of data on your computer or device about your visit to our websites or mobile apps. Cookies help us learn which areas are useful and which areas need improvement. We also use technologies similar to cookies, such as pixel tags and web beacons, including on our mobile apps and in our email campaigns.

You can choose whether to accept the use of cookies and similar technologies in general by changing the settings on your browser or mobile app, or by changing specific settings (as set out in Section 3 of this CST Policy). However, if you disable cookies and similar technologies, your experience may be diminished and some features may not work as intended.

Details of the different types of cookies that we use on our websites and mobile apps can be found by clicking on the icon in the bottom left, or the Cookie Preferences link at the bottom of the website or mobile app you are visiting.

To the extent any personal information is collected through cookies and similar technologies, our [Privacy Policy](#) applies and complements this CST Policy.

**Google Analytics.** We use Google Analytics, which uses cookies and similar technologies to collect and analyse information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google’s practices by going to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

We also use other technologies similar to cookies, details of which are listed below:

**Pixel tags.** Pixel tags (also known as web beacons and clear GIFs) are used to, among other things, track the actions of users of the Site, measure the success of our marketing campaigns, and compile statistics about usage of the Site and response rates.

If you receive marketing or newsletter emails from us, they are sent using our service provider SugarMarket, which has been restricted from using your information for purposes outside our relationship. The SugarMarket privacy notice can be found here: [Privacy Policy | SugarCRM](#). Emails from this service may include tracking pixels (also known as web beacons) to enable us to recognize when someone has opened them and measure the success of campaigns. SugarMarket’s Cookie Statement can be found here: [Understanding Cookies in Sugar Market - Sugar Support](#)

**Browser or Device Information.** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and the name and version of the Site you are using. We use this information to ensure that the Site functions properly.

**Physical Location.** We collect the physical location of your device by, for example, using satellite, cell phone tower, or WiFi signals. We use your device's physical location to provide you with personalized location-based services and content. We also share your device's physical location, combined with information about what advertisements you viewed and other information we collect, with our marketing partners to enable them to provide you with more personalized content and to study the effectiveness of advertising campaigns. In some instances, you can allow or deny such uses and sharing of your device's location, but if you do, we and our marketing partners may not be able to provide you with the applicable personalized services and content.

**Device Fingerprinting.** In order to be able to offer you content that we believe may interest you based on your activity on the Site, and for fraud prevention and authentication purposes, we may also use other technologies that are similar to cookies. For example, we may gather device attributes and combine information collected by most browsers or automatically through your device to create a unique ID that identifies your browser or device to us with reasonable certainty. In this context we may collect, use, and combine the following information:

- Number of visits
- Last visit
- First visit
- External IP address
- Internal IP address
- Screen resolution
- Geolocation (latitude/longitude based on IP address)
- Device performance benchmark
- Device bandwidth benchmark
- Device user-agent (browser type, version)
- Device capabilities (Modernizer string for browser capabilities)
- Device operating system
- Device plugins installed
- Browser language
- Flash enabled or disabled
- Device time on file
- Keywords used if coming from search engine
- Pages visited
- Length of visit
- Referral page
- Mouse cursor position
- Mouse clicks
- Page scroll position]

## **2. HOW DO I MANAGE COOKIES AND SIMILAR TECHNOLOGIES?**

You can change your settings for cookies by clicking on the icon in the bottom left, or the Cookie Preferences link at the bottom of the website or mobile app you are visiting.

Whilst you can withdraw your consent at any time, please note that this will not fully remove the cookies that have already been set on your device. You can delete cookies that have already been placed on your device by following these instructions:

*Deleting cookies in Internet Explorer*

*Deleting cookies in Firefox*

*Deleting cookies in Chrome*

*Deleting cookies in Opera*

*Deleting cookies in Safari*

To find information relating to other browsers, visit the browser developer's website. Please be aware that if cookies are disabled, not all features of the website you are visiting may operate as intended. Please contact us at [DiagnosticsMarketing@snapon.com](mailto:DiagnosticsMarketing@snapon.com). if you have any questions or concerns.

If you want to clear all cookies left behind by the websites you have visited, here is a link where you can download a program that clean out tracking cookies:

- <http://www.spybot.info/en/download/index.html>

You can disable web beacons in our email campaigns by blocking remote images from being displayed by default in your mail client.