



## Privacy Programs

### Use of Cookies and Pixels

#### BACKGROUND

Cookies are small text files that are placed on your computer by websites that you visit. 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 site. The table below describes the name and purpose of the cookies used by Quantum. Cookies are persistent from 1 day to one year unless the user has set their browser to clear cookies once session ends or if user clears cookies.

Cookie	Name	Purpose
AdRoll	__adroll	This cookie is used to identify your device when you move between different websites and applications, so that AdRoll can serve targeted advertising to you.
DoubleClick	__ar_v4	This cookie is associated with the DoubleClick advertising service from Google. It helps with tracking conversion rates for ads. The main purpose of this cookie is targeting and advertising.
<a href="#">Drift</a>	drifft_aid drifft_sid drifft_wmd	The primary reason is so that Drift has the ability to tie previous conversations and interactions to a specific person on your website. Drift classifies these cookies of type Identification. Drift uses a "tracking" cookie, to track website behavior that allows Drift to display different messaging.
Facebook	fbq	This cookie name is associated with technology from Facebook. The main purpose of this cookie is targeting and advertising & marketing.
Google Analytics	_ga _gat _gid __utma __utmb __utmc __utmt utmz	These cookie names are associated with Google Universal Analytics. The analytics tool is included in each page request in a site and used to calculate visitor, session, and campaign data for the websites analytics reports. The main purpose of these cookies is performance.
Google Tag Manager	_gat _hjid	Used by Google Analytics to throttle request rate Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.
LinkedIn	_linkedin_data_partner_id	This cookie name is associated with technology from LinkedIn. The main purpose of this cookie is targeting and advertising & marketing.
Marketo	_mkto_trk	This cookie is associated with an email marketing service provided by Marketo. This tracking cookie allows a website to link visitor behavior to the recipient of an email marketing campaign, to measure campaign effectiveness. The main purpose of this cookie is performance.



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### CHANGING COOKIE SETTINGS

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites, please visit <http://tools.google.com/dlpage/gaoptout>.