

# About Cookies

## Cookies and other technologies employed by HopZone and its partners

### What are cookies?

Cookies are pieces of data that websites you visit can set on your browser and device hard drive. The term may also be used to refer to other technologies that when employed in a certain manner may be able to track the online behavior of a web user.

HopZone and its partners use a number of technologies to support and improve the gaming experience we offer. Some of these technologies are used to identify users when they are on HopZone and others may be used to track unique web users. This page was developed to describe the technologies we use, including how they work, our purposes for using them and your choices about their use.

### Technology HopZone Uses

**Local Shared Objects (LSOs)**, which are also known as “flash cookies”, are used to

- Identify devices so we can prevent and respond to fraud.
- Store website preferences so we can present the website experience you want.
- Store website assets (files) on your device so you can have faster load times.

To learn more about LSOs and how to manage them visit [Adobe](#)

**Browser Cookies** are used by HopZone primarily to

- Identify specific users and track whether they are logged in (Authentication)

- Customize site content and remember site preferences

There are a number of ways to manage browser cookies on your device. Most major browsers offer choices for whether and how you might receive future cookies and for deleting cookies already on your machine. Here are links for some of the larger browsers:

[Chrome](#)

[Firefox](#)

[Safari](#)

[Internet Explorer](#)

**Html eTags** is a technology that allows a web service to validate the temporary storage (cache) of web documents like html pages and images. They are used by HopZone or service providers working on HopZone's behalf to optimize web caching for each user.

You may be able to remove eTags from your browser by following your browser instructions for clearing cache.

**Beacons, pixel tags, clear gifs** are all terms for similar technology that often works in the same way. Small strings of (software) code that track events such as when a web user visits a page or opens an email. They are used by HopZone to measure the effectiveness of our email campaigns, deliver more relevant content and manage advertising for HopZone's.

Generally you should be able manage beacons and pixel tags in the same way that you manage cookies – using your browsers preferences (see browser links above).

**NOTE:** There are several browser plugins available to web users who want to be better informed about and have more control over these technologies. Two popular ones are [Ghostery](#) and [Abine](#)

## **Other Companies' Technology HopZone uses within its apps and sites**

### **Analytics**

HopZone analyzes traffic and other end user activity to improve the user experience. HopZone and companies working its behalf may use web server log files and tracking technologies to collect and analyze certain types of technical information, such as cookies, IP addresses, device type and usage information including time spent on particular pages or number of clicks.

One of our analytics partners is Google Analytics. Google Analytics uses browser cookies to generate statistics about visitors to websites, such as the number of page views or times of peak traffic. If you don't want your anonymous browser data to be collected by Google Analytics when you visit sites that use Google Analytics, you can install an opt-out in your web browser.

To learn more or inform Google that you do not want data about your website visit sent to Google, go [here](#)

### **Ads for HopZone (HopZone as an advertiser)**

HopZone works with web publishers and advertising networks ("Advertising Partners") to deliver interest-based ads to users that have visited HopZone sites, played HopZone's or accessed HopZone's content including videos ("HopZone Users"). This practice is also referred to as online behavioral advertising and here's a brief description of how it works at HopZone.

Our Advertising Partners use software that recognizes pixels and cookies (identifiers) that are placed on the browsers of HopZone Users. When the ad software recognizes these identifiers, they deliver ads for HopZone's products and services to HopZone Users who are on other web sites. Many of these ads for HopZone's products will include an icon the ad recipient can click to learn more about the ad, why she received it and how to exercise choice. The icon displayed may range from the ad choices icon to a question mark ("?") in the corner of the ad unit.

### **Ads for other sites and services (HopZone as a publisher)**

As you know HopZone is a free service. One of the ways we generate revenue, which supports our ability to develop and publish fun, is by publishing ads. Our advertising partners may serve targeted or personalized ads that are intended to be more relevant to you.

## Advertising in Web and Emails

Tracking Pixels, Web Bugs, Pixel Tags, Browser Cookies – these are all references to technology that we permit others to set or read within our service. These technologies may be used to identify the interests and behavior of web users and target advertising to them based on those interests. They are also used to limit the number of times a user may see a particular ad or prevent certain ads from being shown at all.

## Identifiers HopZone uses

**IP Addresses** are numbers assigned to the device you use to access the internet. HopZone, like many other web services, automatically collects IP Addresses from visitors to sites. HopZone puts this information to several uses including providing security features and identifying general user locations, which may be used to target advertising.

## Facebook and other social networks

In many instances users must be logged in to Facebook or other social networks to access our website. We typically collect and store the social network user ID and use it for several things including identifying specific players and accounts.

## HopZone IDs

When you create an account with HopZone or establish a profile (like on hopzone.net) we will generate and assign a HopZone ID to your account.

**NOTE:** The social networks that offer HopZone may use tracking technology of their own to recognize users and provide certain products and features. To learn more about Facebook's practices visit [Facebook](#)

