

SUBSCRIBE

Cookie Policy

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Introduction

Strategic Alternative Funds Group, LLC (d/b/a “Subscribe”) owns the website www.subscribeplatform.com and an application at <https://app.subscribeplatform.com>. We use cookies on both the website and the application for a number of different purposes and we use pixels to a limited extent.

What are cookies and pixels?

Cookies are pieces of information that your web browser transfers to your computer’s hard drive for record-keeping purposes. Cookies can make the web more useful by storing information about your device and your preferences on a website, thus enabling website owners to provide more useful features for their users. Cookies can also be used to authenticate users and enhance the security of user accounts. A pixel is a small amount of code on a web page or in an email notification. Pixels can be used to track whether certain web or email content has been viewed or engaged with.

When does Subscribe use cookies?

Subscribe uses cookies when you access our website or application. Any browser visiting our website or application will receive cookies.

What type of cookies does Subscribe use?

Subscribe makes use of the following cookies:

- **Functionality cookies.** A persistent cookie helps us to recognize you as an existing user of our website or application, so it’s easier to return to the Subscribe website, the application or interact with our services. After you sign in, a persistent cookie will stay in your browser to help create a convenient and faster website experience for you.
- **Necessary cookies.** Those are the cookies that enable a website to function. Without these cookies, the website will not work at all, or it might not function properly.
- **Google Analytics cookies.** Our website use Google Analytics Cookies, which monitor traffic levels, search queries and visits to our website.
- **Third-party cookies.** A third-party cookie is created by and stored on domains other than the site the user is visiting. They can be used for retargeting and ad-serving.

The type of cookies we use and their expiration period can be viewed [here](#).

Subscribe's use of cookies

The website

The Subscribe website uses cookies for statistical purposes and to improve user experience. These cookies show us certain statistical details such as how many people have visited the website, pages visited within the website and time spent on each. The website also uses cookies to gather statistical data regarding the use of our Intercom widget and Hubspot forms through the website.

The application

The Subscribe application uses cookies to enhance the user experience, for example, cookies are used to recognize you when you log in so that you do not have to log in multiple times as you navigate to different pages of the application.

The application also uses cookies to enhance user account security, for example, by sending you a verification code as part of multi-factor authentication and recording your verification so that you do not have to reverify every time you log in. The application also uses cookies to gather statistical data regarding the use of our Upscope widget through the application.

Social media links and sharing content

Social media tools such as widgets and plug-ins are available on our website and can be used to reshare content from the website (such as our YouTube videos) on other websites. These interactive mini-programs collect your IP address, record the pages you visit on our site, and set cookies that will enable the widget to function properly. Your interactions with these widgets are governed by the privacy policy of the company providing them (for example, YouTube), not by Subscribe's Privacy Policy. Our LinkedIn and Twitter accounts have pixels which we may use to help us understand how effective our marketing is on those sites.

Subscribe and advertising

We may use your data to remarket our service offerings on LinkedIn. This is known as third-party cookies. You can opt out of this [here](#).

We may use your data for Google Ads. These cookies enable Google to determine whether you are a return visitor to the site and to track the pages that you visit during your session. Feel free to read more [here](#).

Google Ads

Google uses cookies and other technologies for advertising, including serving and rendering ads, personalizing ads (depending on your settings at [g.co/adsettings](https://www.google.com/ads/preferences/) or your app and device level settings), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.

Opting out of cookies

You can decline the use of cookies at any time by modifying your browser settings. By deleting or declining cookies, you may not be able to use some interactive features or access certain areas of the site that depend on cookies. If you do wish to decline the use of cookies, please refer to the instructions of your internet browser.

Most browsers allow you to see what cookies you have and delete them on an individual basis or block them entirely. You can block cookies for specific websites or for all websites, depending on your preferences. To make it easier for you, we have provided some examples of how to change your cookie settings here:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Apple Safari](#)
- [LinkedIn](#)
- [Cookie opt out guide](#): To learn more about your choices for receiving internet-based advertising or to opt-out, please review the information below:
 - **DAA**: To opt-out of such collection and use for interest-based advertising by the Digital Advertising Alliance (DAA) participating companies, please visit: [DAA's website](#)
 - **EDAA**: To opt-out from the use of information about your online activities for interest-based advertising by European Interactive Digital Advertising Alliance (EDAA) member companies, please visit: [EDAA's website](#)
 - **NAI**: To opt-out from the use of information about your online activities for interest-based advertising by Network Advertising Initiative (NAI) member companies, please visit: [NAI's website](#)

Some browsers such as Chrome or Firefox also allow you to change your settings to browse in 'incognito' mode which limits the amount of data placed on your machine and automatically deletes any persistent cookies placed on your device when you finish your browsing session.

Subscribe uses Google Analytics. You can opt-out of having your anonymised browsing activity within websites tracked by Google Analytics cookies.– see [Google's privacy policy](#). Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js). If you want to opt out of Google Analytics, you can download and install Google's add-on for your web browser.