

## Farmers Edge Cookie Policy

**Note:** Certain terms in this Cookie Policy are defined in the [Farmers Edge Privacy Policy](#).

### What are cookies?

This Site uses cookies, which are small text files that are placed on your device to ensure the best experience possible.

### How do we use cookies?

In general, we may use cookies to retain your personal preferences, personalize our advertising and provide anonymized tracking data to third-party applications, such as Thunderstruck in Canada and Google Analytics in the United States. We may collect information from you automatically through cookies or a similar technology and may:

- provide you with tailored content and ads
- enable social media features
- safeguard you against spam and malware
- analyze trends, traffic and your browsing behavior
- manage and administer the Sites
- gather demographic information about our user-base as a whole
- track web and advertising analytics throughout the Sites and its affiliate websites
- remember your preferences and voluntarily-submitted information (e.g., custom video playlists, preferences, job title, story ratings and membership status)
- perform location-related functionalities and analytics
- participate in market research (e.g. Sites ratings)
- educate ourselves about how we can continually improve the Site and its various elements

### How do I disable cookies?

Although cookies make your browsing experience better, you may choose to disable them. You can do this by accessing the Help section of your internet browser. It is important to know that, if certain cookies are disabled, some features of the Sites may not work as effectively, the user experience may be negatively affected and the Sites may not provide any personalized content. Through browser preferences, it is also possible to delete cookies that were installed in the past, including the cookies that may have saved the initial consent for the installation of cookies by our Sites. If you delete a cookie from the past, Farmers Edge has already processed that information and will cease to collect any further information. You can find information about how to manage cookies in the most commonly used browsers at the following addresses: [Google Chrome](#), [Mozilla Firefox](#), [Apple Safari](#) and [Microsoft Internet Explorer](#).

### What types of cookies do we use?

We use technical cookies and cookies serving aggregated statistical purposes as follows:

- Activity strictly necessary for the functioning of the services or the Site

Farmers Edge may use cookies to save your session information and to carry out other activities that are strictly necessary for the operation of the Sites such as in relation to the distribution of traffic. Some cookies are necessary and cannot be disabled.

- Activity regarding the saving of preferences, optimization and statistics

Farmers Edge may use cookies to save browsing preferences and to optimize your browsing experience. For example, these cookies may include settings used for language and/or currency preferences or for the management of first party statistics employed directly by Farmers Edge as owner of the Sites.

### How are cookies used for analytics?

Here are some examples and details of the types of cookies, the expiration time, and the functions delivered:

Cookie Name	Expiration Time	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named <code>_dc_gtm_&lt;property-id&gt;</code> .
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
_gac_<property-id>	90 days	Contains campaign related information for the user.

### How are cookies used for optimization?

Cookie Name	Expiration Time	Description
_gaexp	Depends on the length of the experiment, but typically 90 days.	Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.
_opt_awcid	24 hours	Used for campaigns mapped to Google Ads Customer IDs.
_opt_awmid	24 hours	Used for campaigns mapped to Google Ads Campaign IDs.
_opt_awgid	24 hours	Used for campaigns mapped to Google Ads Ad Group IDs
_opt_awkid	24 hours	Used for campaigns mapped to Google Ads Criterion IDs
_opt_utmc	24 hours	Stores the last utm_campaign query parameter.

To manage your cookie preferences, you may follow the instructions provided on these linked initiatives by the [EDAA](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow users to select their tracking preferences for most of the advertising tools. We recommend that you make use of these resources in addition to the information provided in this document.

### **Owner and Data Controller**

Farmers Edge Inc.  
25 Rothwell Road  
Winnipeg, Manitoba  
Canada R3P 2M5

**Owner contact email:** [privacy@farmersedge.ca](mailto:privacy@farmersedge.ca)