**Our Use of Cookies and Interest-Based Advertising**

We use “cookies” or “web beacons” (also called “clear GIFs” or “pixel tags”) to obtain certain types of information when your web browser accesses our Website.

What are cookies? Cookies are small pieces of information that a website transfers to your computer’s hard drive for record keeping and other purposes. Cookies make navigating the Web easier for you by saving your registration, passwords and preferences while you’re at the Website. By using cookies, we can serve you better since they help us understand what information interests you.

The use of cookies is an industry standard; most major websites use them. Cookies come in two types that might be used on our Website: a persistent cookie and a session cookie. A persistent cookie gets entered by your Web browser in the “cookies” folder on your computer and remains in this folder after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. A session cookie is held temporarily in your computer’s memory and disappears after you close your browser or shut off your computer.

We may work with third parties, including advertising companies and website analysis firms, who also use cookies and web beacons to collect non-personally identifiable information when you visit our Website and third party sites. This non-personally identifiable information is typically used by these third party advertising companies (i.e., advertising networks) to serve you with advertisements tailored to meet your interests and needs while on third party sites.

**Here are some examples of how we use cookies and web beacons:**

Our use of cookies and web beacons includes login verification, session management, load balancing and personalization to enhance your user experience. A cookie lets our computers remember that you’ve registered, which allows us to speed up your future activities at our Website. Using cookies to do this record keeping saves you the trouble of entering information over and over again. For example, when you initially visit Busconcierge.com, a persistent cookie is used to capture your zip code. We also use cookies to estimate the number of visitors to our Website, track visits to and sales at the sites referenced on our Website, and analyze our users’, members’ and customers’ visiting patterns. Similarly, cookies help us tailor our product and service offerings, and those of our business partners, to suit your personal interests, and for that reason we may share cookies that contain your email address with our business partners.

We also use clear gif tracking images on some of our pages and in our HTML e-mails that we send you to determine open rates.

We may use web analytics tools, including Google Analytics, to help analyze how users use the Website. The web analytics tools use cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Website (including IP address) is transmitted to our web analytics service providers. This information is then used to evaluate visitors’ use of the Website and to compile statistical reports on Website activity for us.

We do not use cookies to store any of your Personal Information or financial information on your computer. Also, we do not use cookies to retrieve information from your computer that was not originally provided by you or provided by your browser in a visit to our Website. Once you visit or click on a link to third party websites, their sites may use cookies. We do not control what information those websites collect or their use of cookies, and they are not subject to our Privacy Policy, including the use of cookies.

**What to do if you do not want cookies used:**

If you do not want cookies used in connection with your visit to our Website, or if you wish to limit their use, you can generally adjust your browser settings on your computer. Most Internet browsers allow you to set your own preferences for use of cookies. To learn more about cookies and interest-based advertising, or to opt out of cookies, visit the opt-out services of the National Advertising Initiative here:<http://www.networkadvertising.org/choices>, or visit [www.aboutads.info](http://www.aboutads.info/), and follow the simple opt-out process. If you decline cookies, you may have difficulty navigating our Website, which could adversely impact your online experience. A couple of important notes about this opt-out tool: (1) it includes all the advertising networks that we may work with, and many advertising networks that we do not work with, and (2) it may rely on cookies (called “Opt-out Cookies”) to ensure that a given advertising network does not collect information about you. An explanation of how Opt-out Cookies work can be found on [www.aboutads.info](http://www.aboutads.info/). If you use different equipment, change web browsers or delete these Opt-out Cookies from your computer, you will need to perform the opt-out task again. Visitors desiring to prevent data from being collected by Google Analytics may use the opt-out browser add on <https://tools.google.com/dlpage/gaoptout/> developed by Google for this purpose.

**Do Not Track Features:**

Certain browsers may offer you the option of providing notice to websites that you do not wish for your online activities to be tracked for interest based advertising purposes (“DNT Notice”). Some browsers are, by default, set to provide a DNT Notice, whether or not that reflects your preference. Providing DNT Notice is often touted as a means to ensure that cookies, web beacons and similar technology are not used for interest based advertising purposes – that is, to restrict the collection of non-personally identifiable information about your online activities for advertising purposes. Unfortunately, given how interest based advertising works, DNT Notices may not effectively accomplish this goal. For this and a variety of other reasons, we do not recognize or take any action in response to browser-based DNT Notices. Rather, if you do not wish to participate in interest-based advertising, you should follow the opt-out process described above in the “What to do if you do not want cookies used” section of the Privacy Policy.