

## WWW.DIMERCURIOADVISORS.COM COOKIE POLICY

This Cookie Policy was last modified on December 26, 2021.

We strive to deliver a website that is engaging, intuitive, and meets the needs of our customers. One way that we do this is through the use of cookies.

If you're not sure what cookies are or what they do, this policy will tell you what you need to know about cookies. Likewise, this policy will describe how you can manage cookies on your computer.

Like every aspect of the Services, your access and use of our Services is governed by our Terms of Service. We may modify this Cookie Policy at any time and without prior notice.

### What is a cookie?

A cookie is a small amount of data that is placed on your computer or mobile device.

### Why do we use cookies?

Cookies help us improve our Site and deliver better and more personalized Services, including by enabling us to:

- Estimate our audience size and usage patterns
- Store information about your preferences, allowing us to customize the Services according to your individual interests
- Speed up your searches
- Recognize you when you return to our Site

We use cookies because we want the time you spend on our Site to be as useful and intuitive as possible. Information we collect through cookies includes IP address, device type, browser type, browsing information, operating system, internet service provider, timestamp, the referring URL, and features used or activities engage in within our Site. This information is collected primarily to track how you entered our Site (e.g. via an ad) and to track your use of our Services on a per session basis. For example, when you permit the use of cookies in your web browser, they allow you to be recognized as the same user across pages of our Site and other third-party sites. Without the use of cookies, we cannot recognize you and your use of our Services.

For further details on what information is collected and how it is used, please see our Privacy Policy on our legal center at [www.DiMercurioAdvisors.com/legal](http://www.DiMercurioAdvisors.com/legal).

## What cookies do we use?

The following list describes the types of cookies we use on and within the Services:

### First and third-party cookies

Cookies that are set by us are called “first-party cookies” and cookies that are set by our partners and suppliers are called “third-party cookies.”

First-party cookies are primarily used by us to assist in you accessing the page to book a reservation, but we also use them for other purposes, as stated above in “Why do we use cookies?”. The categories of first-party cookies set by us include Essential cookies,

Third-party cookies enable Users to see and interact with content provided to us by other companies, as well as help us with website analytics (described below). Third-parties that set cookies while you are using our Services include (but are not limited to) Google, Facebook, Hubspot, Citrix Sharefile, Jotform and Stripe.

### Duration: session and persistent cookies

“Session cookies” exist only for the length of time that you visit our Site and are deleted once you close your web browser.

“Permanent cookies” (also known as “persistent cookies”) remain stored on your computer or mobile device so they can be used the next time you visit our Site.

We strive to limit the lifespan of permanent cookies to no more than five (5) years, but there may be exceptional circumstances (like for security purposes) that may require the cookie to exist longer than that.

### Essential cookies

“Essential cookies” are required to help you access and use our Services as trusted web traffic and to assist you in obtaining assistance if needed. Essential cookies are critical because you can’t access the Services without them.

### Performance and functionality cookies

These cookies allow us to provide features such as maps and videos, which help to enhance the experience you have on our Site.

### Analytics and customization cookies

Analytics and customization cookies gather information about how users use the Services and how successful our advertising and marketing efforts are. The data stored in these cookies may also be used to customize the Site for you.

### Advertising cookies

We use advertising cookies to make sure that we show you the advertisements and messages we think you will want to see, as well as to restrict the number of times you see the same advertisement and make sure the advertisement is properly displayed.

### Social networking cookies

Social Networking Cookies allow visitors to share pages and content from our Site through third-party social networking websites.

## What is a Web Beacon?

In addition to our use of cookies, certain pages of our Site and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit use, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

## What do we track on our server log?

Our servers automatically collect certain information to help us administer and protect our Services, analyze usage, and improve users' experience. The information collected includes:

- IP address and browser type

- Device information including Unique Device Identifier (UDID), MAC address, Identifier For Advertisers (IFA), and similar identifiers we or others may assign
- Device operating system and other technical facts
- The city, state, and country from which you access our Site
- Pages visited and content viewed, stored, and purchased
- Information or text entered
- Links and buttons clicked
- URLs visited before and after you use our Site

## What are your choices?

You can manage cookies through your browser.

You can set your web browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Services may be inaccessible or not function properly. Unless you have adjusted your web browser settings to refuse cookies, our Site will set cookies on your computer or mobile device when you direct your browser to our Site.

You can manage certain third-party cookies.

If you'd like to find out more information about certain third-party cookies, visit [youronlinechoices.com](http://youronlinechoices.com), select your location, and follow instructions on how to use that website's tool. You can search for the third-party (see above) whose cookies you would like to disable or block. However, not all third parties participate in this tool. Note also that this tool is intended to block primarily behavioral advertising, not necessarily all cookies.

## How to contact us

If you have any questions or concerns regarding our use of cookies, please contact us at:

Email: [legal@DiMercurioAdvisors.com](mailto:legal@DiMercurioAdvisors.com)

Call: 407-906-4376

Write: DiMercurio Advisors LLC, Attn: Legal Services, P.O. Box 2748, Orlando, FL 32802