

## **Magenta's Cookie Policy**

*Last Revised: November 28, 2019*

Magenta Fund, L.P (“**Magenta**”, “**we**” or “**us**”) welcomes you (the “**User(s)**”, or “**you**”) to our Site. We are committed to ensuring that your privacy is protected. We aim to be as open and transparent as possible around the information we collect when you visit and use our website at <https://magenta.vc/> (and its subdomains) (the “**Site**”), including through the use of "Cookies".

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### **1. Introduction**

This cookie policy (“**Cookie Policy**”) explains what Cookies (as defined below) are and how we use them. It also explains the different types of Cookies we use, and how you can change or delete them. We hope that this policy will assist you in understanding, and feeling more confident about, our use of Cookies.

For information on how your information is collected and used by us in general, please see our Privacy Policy at <https://magenta.vc/privacy-policy/mvp-privacy-policy.pdf> (“**Privacy Policy**”).

In this Cookie Policy, reference to "Cookies" includes cookies and all other files that collect information in a similar manner. Please note that most Cookies do not collect information that identifies you and will instead collect more general information such as how Users arrive at and use our Site, or a User’s general location.

### **2. What are cookies?**

Cookies are small text files which are stored on, and accessed from, your computer or mobile device when you visit or use the Site. We use cookies, web beacons, pixels, clear gifs and other similar tools (collectively, "**Cookies**") on our Site to recognize your device from those of other Users of the Site, to improve the Site's performance, to deliver a better and more personalized service according to the User's individual interests and the device or browser used, to track Users' use of the Site, to gather information about the Users' approximate geographic location (*e.g.* city) to provide localized content, to prevent fraud and/or abuse, to estimate our audience size and usage pattern and perform other analytics and to develop our Services.

### **3. How long will Cookies stay on my device?**

Most of the Cookies we use are erased from your device immediately after your browser session terminates ("**Session Cookies**"). Other Cookies remain saved on your device and enable us to recognize your device in the event of a later visit to our Site ("**Persistent Cookies**"). Persistent Cookies allow us to make our Site more user-friendly, effective and safe and to record your acceptance of our cookie policy detailed herein. Please note that the data collected through Cookies will not be kept for longer than is necessary to fulfil the purposes mentioned above.

### **4. First and third party Cookies**

First-party Cookies are Cookies that belong to us and that we place on your device. Third-party Cookies are Cookies that another party, which provides us a service, places on your device through

your use of our Site. For example, to administer our Site and for research purposes, we have contracted third-party service providers to track and analyze statistical usage and volume information from our Users. Third-party Cookies may also be placed on your device by our business partners so that they can use them to advertise products and services to you elsewhere on the Internet or so that they may provide you with behavioral advertising via our Site.

#### 5. Do we track whether users open our emails?

Our emails may contain a single "web beacon pixel" which enables us to verify whether our emails (and any links or advertisements within the email) are opened. We may use this information to determine whether our emails are of interest to Users, to approach Users who do not open our emails and verify whether they wish to continue receiving them and to inform our advertisers in aggregate of the audience size for their advertisements. Please note that such "web beacon pixel" will be deleted once you delete the email from your email account. If you do not wish the "web beacon pixel" to be downloaded to your device at all, please set your email account settings to receive emails from us in plain text rather than HTML.

#### 6. What sort of Cookies do our Site use?

Generally, our Cookies perform the following function:

- **Analytical and Performance Cookies** – those Cookies are used to analyze how our Users use our Site and to monitor the Site performance. For example, we might use performance Cookies to keep track of which pages are frequently visited and from what locations our Users come from. We might also use these Cookies to highlight Site services that we think will be of interest to you based on your usage of the Site. We generally use third party Cookies to perform these services.

Below is a non-exhaustive list of certain specific Cookies you can find on our Site:

Name	Type	Purpose
<b>Google Analytics</b>	Third party Tracking Technology	<b>Performance cookie</b> , which is used to collect information about how visitors use our Site. We use the information to compile reports and to help us improve the Site. The cookies collect information in an anonymous form, including the number of visitors to the Site, where visitors have come to the Site from and the pages they visited. <a href="#">Privacy Policy</a> .

#### 7. Can a User block Cookies?

Most devices and browsers will allow you to erase Cookies from your device's hard drive, block acceptance of Cookies, or receive a warning before a cookie is stored. However, if you block or erase Cookies, your experience of the Site may be limited. Please note that unless you block the acceptance of Cookies, the Site will utilize Cookies upon your use of the Site (all unless it is required by applicable law to provide a separate consent to use such Cookies, and in which case we will use such Cookies only after we receive your separate consent to such use and subject to your right to withdraw such consent at any time). If you want to remove previously stored Cookies, you can manually delete the Cookies at any time. However, this will not prevent the Site from placing further Cookies on your device unless and until you adjust your settings as described above.

For detailed instructions regarding the blocking of Cookies, please refer to your browser 'help', 'tool' or 'edit' section or see <http://www.allaboutcookies.org/manage-cookies/>. Below are links to instructions regarding the blocking of Cookies on commonly used web-browsers:

- [Chrome](#)
- [Internet Explorer and Microsoft Edge](#)

- [Mozilla Firefox](#)
- [Safari](#)

## **8. Opting out of performance Cookies**

It is possible to opt-out of having your browsing activity within the Site recorded by performance Cookies. Please note that we use Google Analytics as our service provider in order to track Users' activities on the Site, including by use such service's persistent Cookies. Google provides a browser-add on which allows users to opt-out of Google Analytics across all websites, which can be downloaded here: <https://tools.google.com/dlpage/gaoptout>.

## **9. Changes to the Cookie Policy**

Magenta reserves the right to change this Cookie Policy at any time, so please re-visit this page frequently to check for any changes. In case of any material change, we will make reasonable efforts to post a clear notice on the Site and/or will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such material changes will take effect seven (7) days after such notice was provided on our Site and/or sent to you via e-mail, whichever is the earlier. Otherwise, all other changes to this Cookie Policy are effective as of the stated "Last Revised" and your continued use of the Site on or after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the Terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by the law and without any prior notice.

## **10. Have any Questions?**

If you have any questions (or comments) concerning this Cookie Policy, please send us an email to the following address: [info@magenta.vc](mailto:info@magenta.vc) and we will make an effort to reply within a reasonable timeframe.

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