

Analytics and Interest-Based Advertising.

Joel's Place may use Google Analytics or other Service Providers for analytics services. These analytics services may use cookies and other Tracking Technologies to help Joel's Place analyze how users use the Service. Information generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by Google Analytics and other Service Providers on servers in the U.S. (or elsewhere) and these Service Providers may use this information for purposes such as evaluating your use of the Service, compiling statistic reports on the Service's activity, and providing other services relating to Service activity and other Internet usage. You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

Some third parties engaged in Interest-Based Ads offer you choices. For instance, Joel's Place may use Google DoubleClick in connection with the Service. Google DoubleClick may associate its own Tracking Technologies, such as cookies, with the Service. You may exercise certain choices regarding Google DoubleClick's Tracking Technologies by going to <http://www.google.com/settings/u/0/ads/authenticated?hl=en>.

Certain companies may participate in the Digital Advertising Alliance ("DAA") AdChoices Program and may display an Advertising Option Icon for Interest-based Ads that links to an opt-out tool which allows you to exercise certain choices regarding targeting. You can learn more about the DAA AdChoices Program at <http://www.youradchoices.com/> and its opt-out program for mobile apps at <http://www.aboutads.info/appchoices>. In addition, certain advertising networks and exchanges may participate in the Network Advertising Initiative ("NAI"). NAI has developed a tool that allows consumers to opt out of certain Interest-based Ads delivered by NAI members' ad networks. To learn more about opting out of such targeted advertising or to use the NAI tool, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Ads, you will continue to receive non-targeted ads. Further, opting out of one or more NAI or DAA members only means that those selected members should no longer under the DAA / NAI rules deliver certain targeted ads to you. This will affect this and other services, but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different Device or web browser(s), or use a non-browser-based method of access (e.g., mobile app), your NAI / DAA browser-based opt-out may not, or may no longer, be effective. Mobile device opt-outs will not affect browser-based Interest-based Ads even on the same device, and you must opt-out separately for each device. Joel's Place is not responsible for the effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs. However, Joel's Place supports the ad industry's **2009 Self-regulatory Principles for Online Behavioral Advertising** (<http://www.iab.net/media/file/ven-principles-07-01-09.pdf>) and expect that ad networks Joel's Place directly engages to serve you Interest-based Ads will do so as well, though Joel's Place cannot guaranty their compliance.