

# COOKIE POLICY:

This cookie policy explains in detail how we use cookies and similar technologies on weatherTAP. By accessing and using the weatherTAP, you explicitly consent to the use of cookies as described in this policy.

## **Introduction:** What are Cookies?

Cookies are small snippets of data that are placed on your device (computer, tablet, or mobile device) when you visit weatherTAP. They enable weatherTAP to recognize your device, remember your preferences, and provide you with a personalized browsing experience. Cookies are widely used to enhance the functionality and performance of websites.

## **Types of Cookies We Use**

1. **Necessary Cookies:** These cookies are essential for the operation of the weatherTAP and enable you to navigate the site and use its features. They are typically set in response to your actions, such as filling out forms, setting preferences, or logging in to your account. Without these cookies, certain services and functionalities of weatherTAP may not be available to you.
2. **Performance Cookies:** We use performance cookies to collect anonymous information about how visitors use the weatherTAP. This includes information about the pages visited, the duration of visits, any error messages encountered, and other similar data. The information gathered through these cookies helps us analyze and improve the performance and functionality of weatherTAP. It also enables us to understand user preferences and optimize the user experience.
3. **Functional Cookies:** Functional cookies allow weatherTAP to remember choices you make and provide enhanced, more personalized features. These cookies may be set by us or by third-party service providers whose services we have integrated into weatherTAP. They help us provide you with a seamless experience by remembering your preferences, such as language settings, and customizing weatherTAP based on your interactions.
4. **Analytics Cookies:** Analytics cookies are used to collect information about the usage of weatherTAP, such as the number of visitors, the source of traffic, and the most popular pages. We utilize this data to analyze user behavior, improve the weatherTAP's performance, and optimize our content and services. The information collected by these cookies is aggregated and anonymous, and it does not directly identify individuals.
5. **Third-Party Cookies:** WeatherTAP may incorporate social media plugins or features that utilize third-party cookies. These cookies allow you to share content on social media platforms or interact with social media features directly from weatherTAP. WeatherTAP uses Third-Party Cookies that may also engage in advertising and marketing activities with Google. These cookies enable us to track and measure the effectiveness of our advertising campaigns, improve their targeting, and better understand user preferences.

## **Managing and Disabling Cookies:**

Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies or receive notifications when cookies are being sent to your device. Please note that disabling cookies may impact your ability to fully utilize certain features of weatherTAP.

To manage cookies, you can typically find the cookie settings in your browser's "Options," "Preferences," or "Settings" menu. For more detailed instructions on how to manage cookies, you can refer to your browser's help documentation or visit the websites of your browser's respective developers.

### **Your Consent**

By continuing to use weatherTAP, you explicitly consent to the use of cookies as described in this policy. If you do not agree to the use of cookies, you should discontinue your use of weatherTAP.

### **Updates to the Policy**

We may update or modify this policy from time to time to reflect changes in our practices, technological advancements, or legal and regulatory requirements. Any changes to this Policy will be posted on weatherTAP with a revised effective date. We encourage you to review this policy periodically to stay informed about how we use cookies.

### **Contact Us**

If you have any questions, concerns, or requests regarding this Cookie Policy or the use of cookies on weatherTAP, please contact us at (866) 469-9982 or [webmaster@weathertap.com](mailto:webmaster@weathertap.com).

**[Last updated: 6/19/23]**