Cookie Policy

Printful’s website uses cookies. If you have agreed, in addition to mandatory and performance cookies that ensure the functioning and aggregated statistics of the website, other cookies for analytical and marketing purposes may be placed on your computer or other device from which you access our webpage. This Cookie Policy describes what types of cookies we use on our website and for what purposes.

1. What are cookies?

Cookies are small text files created by the website, downloaded to and stored on any internet enabled device—such as your computer, smartphone or tablet—when you visit our homepage. The browser you're on uses the cookies to forward information back to the website at each subsequent visit for the website to recognize the user and to remember the user’s choices (for example, login information, language preferences and other settings). This can make your next visit easier and the site more useful to you.

2. What types of cookies do we use and for what purposes do we use them?

We use different types of cookies to run our website. The cookies indicated below may be stored in your browser.

- **Mandatory and performance cookies.** These cookies are necessary for the website to function and will be placed on your device once you access the website. Most of these cookies are set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. These cookies provide a convenient and complete use of our website, and they help users efficiently use the website and make it personalized. These cookies identify the user’s device insofar, so we would be able to see how many times our website is visited, but do not collect any additional personally identifiable information. You can set your browser to block or alert you about these cookies, but some parts of the site will then not work. These cookies do not store any personally identifiable information and are stored on the user’s device until the end of session or permanently.
- **Analytical cookies.** These cookies collect information about how users interact with our website, for example, to determine which sections are most frequently visited and which services are most often used. The collected information is used for analytical purposes to understand the interests of our users and how to make the webpage more user friendly. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance. For analytical purposes, we may use third-party cookies. These cookies are stored on the user’s device for as long as set by the third-party cookie provider (ranging from 1 day to permanently).
- **Marketing and targeting cookies.** These cookies collect information about how users interact with our website, for example, to determine which sections are most frequently visited

and which services are most often used. Before you agree to the use of all cookies, Printful will only collect anonymous data regarding the access of Printful's website. The collected information is used for analytical purposes to understand the interests of our users and how to make the webpage more user friendly. For analytical purposes, we may use third-party cookies. These cookies are stored permanently on the user's device.

- **Third-party cookies.** Our website uses third party services, for example, for analytics services so we would know what is popular in our website and what is not, thus making the website more usable. You can learn more about these cookies and their privacy policy by visiting the websites of respective third parties. All information processed from third party cookies are processed by the respective service providers. At any point in time you have the right to opt-out from data processing by third party cookies. For more information, please see the next section of this Cookie Policy.

  For example, we may use Google Analytics cookies to help measure how users interact with our website content. These cookies collect information about your interaction with the website, such as unique visits, returning visits, length of the session, actions carried in the webpage, and others.

We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. Read more at YouTube's embedding videos information page. PREF – * Expires after eight months VSC – * expires at the end of your session VISITOR_INFO1_LIVE – *expires after eight months remote_sid – * expires at the end of your session"

We may also use Facebook pixels to process information about user's actions on our website such as visited webpage, user's Facebook ID, browser data, and others. The information processed from Facebook pixels are used to display you interest-based ads when you are using Facebook as well as to measure cross-device conversions and learn about users' interactions with our webpage.

3. How to control cookies?

When visiting our website, you are presented with an informative statement that the website uses cookies and asked for your consent to enable cookies that are not mandatory and performance cookies. You can also delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on "help" button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them, if you want to. Changes to the settings must be made for each browser that you use.

If you want to revoke your consent to save cookies on your device, you can delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on the "help" button in

your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them if you want to. You must change the settings for each browser that you use. However, please note that without saving certain cookies, it is possible that you will not be able to fully use all the features and services of Printful's website. You can separately opt-out from having your website activity available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your website visit with Google Analytics. Link to the add-on and for more information: https://support.google.com/analytics/answer/181881.

Furthermore, if you want to opt out from interest-based, behavioural advertising, you can opt out by using one of the following tools based on the region you are in. Please note that this is a third party tool which will save its own cookies on your devices and Printful does not control and is not responsible for their Privacy Policy. For more information and opt-out options, please visit:

- US – Digital Advertising Alliance
- Canada – Digital Advertising Alliance
- EU – European Interactive Digital Advertising Alliance

Manage your cookie preferences

4. Other Technologies

Web beacons: These are tiny graphics (sometimes called "clear GIFs" or "web pixels") with a unique identifier that are used to understand browsing activity. In contrast to cookies, which are stored on a user's computer hard drive, web beacons are rendered invisibly on web pages when you open a page.

Web beacons or "clear GIFs" are small, approx. 1*1 pixel GIF files that can be hidden in other graphics, e-mails, or similar. Web beacons perform similar functions as cookies, but are not noticeable to you as a user.

Web beacons send your IP address, the Internet address of the visited website URL), the time at which the web beacon was viewed, the user's browser type, and previously set cookie information to a web server.

By using so-called web beacons on our pages, we can identify your computer and evaluate user behavior (e.g. reactions to promotions).

This information is anonymous and not linked to any personal information on the user's computer or to any database. We may also use this technology in our newsletter.

To prevent web beacons on our pages, you can use tools such as webwasher, bugnosys or AdBlock.

To prevent web beacons in our newsletter, please set your mail program to not display HTML in messages. Web beacons are also prevented if you read your emails offline.

Without your explicit consent, we will not use web beacons to unnoticeably:

- collect personal data about you
- transmit such data to third party vendors and marketing platforms.

5. Cookie Policy changes

We reserve the right to make changes to this Cookie Policy. Amendments and / or additions to this Cookie Policy will come into force when published on our website.

By continuing to use our website and / or our services after changes have been made to this Cookie Policy, you are indicating your consent to the new wording of the Cookie Policy. It is your responsibility to regularly check the content of this policy to learn about any changes.

6. Contact information

If you have any questions about your personal data or this Cookie Policy, or if you would like to file a complaint about how we process your personal data, please contact us by email at privacy@printful.com, or by using the contact details below:

Users outside of the European Economic Area:

Printful Inc.
Attn: Data Protection Officer
Address: 11025 Westlake Dr
Charlotte, NC 28273
United States

Users of the European Economic Area:

AS “Printful Latvia”
Attn: Data Protection Officer
Address: Raina Bulvaris 25
Riga, LV-1050
Latvia