

Types and Purposes of Cookies and Other Technologies

The following table sets out the different categories of cookies and other technologies or tools that our Sites use and why we use them. Since business structures and relationships may change, the list below may not always be comprehensive or up to date. Different Sites within Mattel's Services use different technologies so not all of the technologies appear on every Site.

Type of Technology	Purpose	Third-Party Partner or Tool	Privacy Statement	Opt-out Options
Functional cookies	These provide functionality that help us deliver the services to you. For example, cookies help deliver text in styled fonts, manage other cookies, enable you to watch videos on our sites, remember your user name, password, preferred browser or language, or remember your product selections at our shops.	Adobe (Typekit by Adobe)	http://www.adobe.com/privacy/policies/typekit.html	None
		Alphabet/Google (Google Tag Management)	https://www.google.com/intl/en/policies/privacy/	NAI , DAA
		Answers Corporation (Answers Cloud Services)	http://wiki.answers.com/about/legal_notices.html#4	NAI
		Automattic/WordPress (WordPress Stats)	https://automattic.com/privacy/	None
		BloomReach (BloomReach)	https://www.bloomreach.com/en/about/privacy-policy	Browser settings
		Brightcove (Brightcove, Brightcove Player)	http://www.brightcove.com/en/privacy	Contact Partner
		Evidon (Evidon Site Notice)	https://www.evidon.com/resources/privacy-statement/	None
		IBM (Silverpop)	https://www.ibm.com/privacy/details/us/en/privacy_shield.html	None
		Mattel (Mattel)	http://corporate.mattel.com/privacy-policy.aspx	None
		Monotype Imaging Holdings Inc. (MyFonts Counter)	https://www.myfonts.com/info/legal/#Privacy	None
		Ooyala (Ooyala Player)	http://www.ooyala.com/privacy	None
		Signal (Signal)	https://www.signal.co/privacy-policy/	NAI
		Tealium (Tealium)	https://tealium.com/privacy/	Partner Privacy Policy
		TrustArc (Truste Consent)	https://www.trustarc.com/privacy-policy/	Partner Privacy Policy

		Webcollage (Webcollage)	https://www.webcollage.net/MainApp/privacy/privacy-policy	Partner Privacy Policy
Analytics	These are used to understand, improve, and research the Services, including when you access the Services from a computer or mobile device. For example, we may use cookies to understand how you are using features on Services. We and our partners may use these technologies and the information we receive to improve and understand how you use the Services.	Adobe (Adobe Test & Target)	http://www.adobe.com/privacy/opt-out.html	NAI , DAA
		Adobe (Omniure)	http://www.adobe.com/privacy/policy.html	None
		Alphabet/Google (GA Audiences, Google Analytics)	https://www.google.com/intl/en/policies/privacy/	NAI , DAA
		IBM (IBM Customer Experience)	https://www.ibm.com/privacy/details/us/en/privacy_shield.html	DAA
		Monotype Imaging Holdings Inc. (Myfonts Counter)	https://www.myfonts.com/info/legal/#Privacy	None
		New Relic (New Relic)	https://newrelic.com/privacy	DAA
		Ooyala (Ooyala Analytics)	http://www.ooyala.com/privacy	None
		Quantum Metric (Quantum Metric Tracker)	https://www.quantummetric.com/legal/privacy/	None
		Salesforce (iGoDigital)	http://pages.exacttarget.com/iGoDigitalPrivacy	None
		Sidecar (Sidecar)	https://hello.getsidecar.com/privacy-policy/	None
		Webtrends (Webtrends)	https://www.webtrends.com/terms-policies/privacy/privacy-statement/	NAI
Social	We may use cookies and similar technologies to allow you to share content and experiences, such as making suggestions to you and others, or so you can sign in with your social network ID and stay logged in across the Internet. When you do that, information about your visits to all sites you visit will be shared with your social network.	AddThis (AddThis)	http://www.addthis.com/privacy/privacy-policy	NAI , DAA
		Automattic/WordPress (WordPress Stats)	http://www.addthis.com/privacy/privacy-policy	None
		Facebook (Facebook Connect)	https://www.facebook.com/privacy/explanation	DAA
		Facebook (Facebook Impressions, Facebook Social Plugin)	https://www.facebook.com/full_data_use_policy	DAA
		Pinterest (Pinterest)	https://policy.pinterest.com/en/privacy-policy	Partner Privacy Policy
		ShareThis (ShareThis)	http://www.sharethis.com/privacy/	NAI , DAA
		Twitter (Twitter Button, Twitter Syndication)	https://twitter.com/privacy?lang=en	DAA

Advertising	Advertising cookies and pixels are used to deliver relevant ads and track ad campaign performance and efficiency. For example, we and our ad partners may use information collected to serve you interest-based ads that on our Services or on other websites.	Rocket Fuel/Sizmek ([x+1])	http://rocketfuel.com/privacy/	NAI , DAA
		Adbrain (Adbrain)	http://www.adbrain.com/legals/privacy-policy	DAA
		Adobe (Adobe Audience Manager)	http://www.adobe.com/privacy/opt-out.html	NAI , DAA
		Neustar (Aggregate Knowledge)	https://www.neustar.biz/privacy/opt-out	NAI , DAA
		Alphabet/Google (DoubleClick, DoubleClick Bid Server, DoubleClick AdWords Conversion, Google AdWords User List, Google Dynamic Remarketing)	https://www.google.com/intl/en/policies/privacy/	NAI , DAA
		Amazon (Amazon Associates)	https://www.amazon.com/gp/help/customer/display.html?nodeId=468496	DAA
		AppNexus (AppNexus)	https://www.appnexus.com/en/company/platform-privacy-policy	NAI
		BidSwitch (BidSwitch)	http://www.bidswitch.com/privacy-policy/	Partner Privacy Policy
		Conversant (Dotomi)	http://www.conversantmedia.com/legal/privacy	Conversant , NAI , DAA
		DataXu (DataXu)	http://www.dataxu.com/about-us/privacy/data-collection-platform/	NAI , DAA
		Drawbridge (Drawbridge)	https://drawbridge.com/privacy	NAI , DAA
		Facebook (Facebook Custom Audiences, Facebook Pixel)	https://www.facebook.com/privacy/explanation	DAA
		Media Innovation (Media Innovation)	http://www.themig.com/en-us/privacy.html	NAI , DAA
		Microsoft (Bing Ads)	https://privacy.microsoft.com/en-us/privacystatement	Partner Privacy Policy
		OpenX (OpenX)	https://www.openx.com/legal/privacy-policy/	DAA
Oracle (BlueKai)	https://www.oracle.com/corporate/acquisitions/bluekai/index.html	NAI , DAA		

	OwnerIQ (OwnerIQ)	http://www.owneriq.com/privacy-notice	NAI , DAA
	PubMatic (PubMatic)	https://pubmatic.com/legal/privacy-policy/	NAI , DAA
	PulsePoint (PulsePoint)	https://www.pulsepoint.com/privacy-policy.html	NAI , DAA
	Rubicon (Rubicon)	http://rubiconproject.com/privacy-policy/	NAI , DAA
	Salesforce (iGoDigital)	http://pages.exacttarget.com/iGoDigitalPrivacy	None
	ShareThrough (ShareThrough)	http://rubiconproject.com/privacy-policy/	DAA
	Tapad (Tapad)	https://www.tapad.com/privacy-policy	NAI , DAA
	TradeDesk (TradeDesk)	https://www.thetradedesk.com/general/privacy-policy	NAI , DAA
	Turn Inc (Turn Inc)	http://www.amobee.com/trust/consumer-opt-out	DAA
	Verizon/Oath (Adap.tv, Advertising.com)	http://privacy.aol.com/privacy-policy/	NAI , DAA
	Verizon/Oath (BrightRoll, Yahoo Ad Exchange)	https://policies.yahoo.com/us/en/yahoo/privacy/index.htm	NAI , DAA

We support the cross-industry Self-Regulatory Program for Online Behavioral Advertising as managed by the Digital Advertising Alliance (DAA). As part of this service, our online advertisements and Web sites are sometimes delivered with icons that help consumers understand how their data is being used and provide choice options to consumers that want more control. For more information about network advertisers that participate in these programs, including information about how to opt out of technologies that they control, please follow the directions on the AdChoices icon within any interest or behavior-based advertisement. Some of our Sites may also include the AdChoices icon on the home page. You can also visit websites operated by the [Network Advertising Initiative](#) and [Digital Advertising Alliance](#) to access opt-out tools available from those participating in the program. Participating network advertisers will be listed at those sites. Opting out means that you will still see ads, but they may not be tailored to your specific interests. **Please note:** your opt-out choices are browser-specific and device-specific. Not all of our business partners participate in these programs.

You can set also your computer to warn you each time a cookie is being sent or turn off all cookies (except Flash cookies – see below) through your internet browser (e.g., Chrome, Safari, Edge, Opera, Internet Explorer, etc.). Check your browser's Help menu to find out how. You can also use tools like Cliqz's [Ghostery app](#) to identify and make additional choices about many technologies, including cookies. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored. Cookie management tools provided by your browser will not remove Flash cookies. To learn how to manage privacy and storage settings for Flash cookies click [here](#).

Please note that if you do not accept cookies or other technologies, some features or activities may not be available to you.