

Premium Audio Company, LLC

Cookie Policy

INFORMATION ABOUT OUR USE OF COOKIES

Premium Audio Company, LLC and its subsidiaries, affiliates and brands, including Klipsch Group, Inc. (including the Klipsch, Jamo, Energy, ProMedia and Mirage brands) and 11 Trading Company, LLC (Americas distributor for the Onkyo, Pioneer, Pioneer Elite, and Integra brands, and the United States, Mexico, and Canada distributor for Esoteric, Teac, Magnat and Heco brands) and Premium Audio Company Pty, Ltd. (an Australian affiliate distributing Klipsch Group, Inc. and 3rd Party Brands into Australia)(all collectively referred to as “PAC”, “we”, “us” or “our” in this Cookie Policy) uses cookies as described in this Cookie Policy to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognize you when you return to our website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	More Information
Craft CMS Session Unique Identifier Code	CraftSessionId	Used as a randomly-generated unique identifier for the visitor’s browsing session, not directly tied to any other information. This is set by Craft CMS (the backend for PAC sites)	First-party cookie; Expires after browser is closed.
Craft CMS CSRF-prevention token	CRAFT_CSRF_TOKEN	Randomly-generated string to assist in prevention of Cross-Site Request Forgery attacks (CSRF). No user PII information is associated with this.	First-party cookie; Expires after browser is closed.

Cookie	Name	Purpose	More Information
PAC Visitor Geolocation IP Address	PAC Visitor	This cookie stores the user's IP address (if the user has Javascript enabled and the user's IP address is public). This is stored to prevent subsequent GeoLocation Service lookups. We use this IP address to determine what country the user is located in, in order to display or hide ecommerce functionality on the site, or to show or hide certain other content that is relevant to the user's country.	First-party cookie; Expires in 30 days.
PHP Session Unique Identifier Code	PHPSESSID	Used as a randomly-generated unique identifier for the visitor's browsing session, not directly tied to any other information. This is set by the server's PHP backend	First-party cookie; Expires after browser is closed.
Google Analytics Client ID	_ga	In order for Google Analytics to determine that two distinct hits belong to the same user, a unique identifier, associated with that particular user, must be sent with each hit. The analytics.js library accomplishes this via the Client ID field, a unique, randomly generated string that gets stored in the browsers cookies, so subsequent visits to the same site can be associated with the same user.	First-party cookie; Expires in 2 years.
Google Analytics GID	_gid	Used by Google Analytics to distinguish users, similarly to the "_ga" cookie, is a unique, randomly-generated string.	First-party cookie; Expires in 24 hours.
Google Analytics Ecommerce tracking related cookies	_gat_page, _gat_currency, _gat_rollup, _gat_industry, _gat_storetype, gat_site	Used by Google Analytics to track ecommerce-related attributes.	First-party cookie; Expires in 6 hours.
MaxMind minFraud fraud prevention ID	__mmapiwsid	Unique, randomly-generated ID string used by minFraud to distinguish unique device.	First-party cookie; Expires in 2 years.
Kibo Shopping Cart ID	Shopatron_cart_id_{Cart_ID}	Randomly-generated, unique string to identify a user's shopping cart on PAC sites – not tied to any user's PII.	First-party cookie; Expires in 30 days.
Bronto Cart Recovery	__btr_id	Cart Recovery cookie that contains a customer cart ID that can be associated with a user. Encoded cart ID; no contact PII is collected by the cookie	First-party cookie; Expires in 24 hours.

Cookie	Name	Purpose	More Information
Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie	_uetstid	These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookie: more info at: https://advertise.bingads.microsoft.com/en-us/resources/policies/remarketing-in-paid-search-policies
Atlas Solutions Advertising (owned by Facebook)	ATN, AA003	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookies; more info at: https://atlassolutionsgroup.com/privacy-policy/
Bing Advertising	MR, MUID, MUIDB	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookies; more info at: https://privacy.microsoft.com/en-us/privacystatement

Cookie	Name	Purpose	More Information
Criteo Ecommerce Advertising & Dynamic Retargeting	uid, eid	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookies; more info at: https://www.criteo.com/privacy/
Google Ads/ DoubleClick	IDE	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookie; more info at: https://policies.google.com/technologies/types
Facebook	fr	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookie; more info at: https://www.facebook.com/policies/cookies/

Cookie	Name	Purpose	More Information
MaxMind	__cfduid	Used by the MaxMind Geolocation service, via Cloudflare. The __cfduid cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. For example, if the visitor is in a coffee shop where there are a bunch of infected machines, but the specific visitor's machine is trusted (e.g. because they've completed a challenge within your Challenge Passage period), the cookie allows us to identify that client and not challenge them again. It does not correspond to any user ID in your web application, and does not store any personally identifiable information.	Third-party cookie; more info at: https://support.cloudflare.com/hc/en-us/articles/200170156-What-does-the-Cloudflare-cfduid-cookie-do
OwnerIQ	si, gguuid, nx, bsc, pmc, apq, ac, oxc, cwc, p2, roc, rc	These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.	Third-party cookies; more info at: http://www.owneriq.com/privacy-notice
Forum Software Session Unique Identifier Code	ips4_IPSSessionFront	Used as a randomly- generated unique identifier for the visitor's browsing session, not directly tied to any other information. This is set by Invision Power Services software (IPS) – which is the forum software for PAC sites	First-party cookie; Expires after browser is closed.
Forum Software Javascript Attribute	ips4_hasJS	This cookie is set by javascript and then later read to determine if javascript is supported in the user agent.	First-party cookie; Expires in 6 hours.
Forum Software Forum View Preference	ips4_forum_view	This cookie tracks a user's preference for viewing the forums on the site, whether to show it in list view or grid view.	First-party cookie; Expires in 1 year.
Forum Software User Timezone	ips4_ipsTimezone	This cookie is set by javascript to detect the user's local time zone so that the software can adapt the displaying of times automatically.	First-party cookie; Expires after browser is closed.
Forum Software Login Key	ips4_login_key	Randomly generated, unique identifier used to track the user's logged-in state across page views on the site.	First-party cookie; Expires in 3 months, or when user logs out.

Cookie	Name	Purpose	More Information
Forum Software Device Key	ips4_device_key	Randomly generated, unique identifier used to track the user's current device across page views on the site. This is so logged-in state can remain on the current device.	First-party cookie; Expires in 1 year, or when user logs out.
Forum Software Member ID	ips4_member_id	The user's unique member ID #(generated by the system when the user registers for an account on the site) – saved to cookie when logged in.	First-party cookie; Expires in 3 months, or when user logs out.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies. Third parties that may serve cookies on our site include Google Analytics, DoubleClick/Google, Facebook, OwnerIQ, MaxMind, and Bing.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, and third party cookies that we do not control, and except where noted above, all cookies will expire within the time period set forth in the above chart.