

# Third-Party Technology List

## 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 *Mattel 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 *Mattel Sites* within *Mattel Services* use different technologies so not all of the technologies appear on every *Mattel Site*.

Last updated: [November], 2020

Type of Technology	Purpose	Third-Party Partner or Tool	Privacy Statement	Opt-out Options
Functional cookies	These provide functionality that help us deliver the <i>Mattel Services</i> 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)	<a href="http://www.adobe.com/privacy/policies/typekit.html">http://www.adobe.com/privacy/policies/typekit.html</a>	None
		Adobe (Adobe Test & Target), Adobe Tag Manager	<a href="http://www.adobe.com/privacy/opt-out.html">http://www.adobe.com/privacy/opt-out.html</a>	<a href="#">NAI</a> , <a href="#">DAA</a>
		Akamai Technologies (SOASTA mPulse)	<a href="https://www.akamai.com/us/en/multimedia/documents/akamai/akamai-privacy-statement-july-2018.pdf">https://www.akamai.com/us/en/multimedia/documents/akamai/akamai-privacy-statement-july-2018.pdf</a>	Browser Settings
		Alphabet/Google (Google Tag Management, Google Maps, Google Fonts)	<a href="https://www.google.com/intl/en/policies/privacy/">https://www.google.com/intl/en/policies/privacy/</a>	<a href="#">NAI</a> , <a href="#">DAA</a>
		Answers Corporation (Answers Cloud Services)	<a href="http://wiki.answers.com/about/legal_notices.html#4">http://wiki.answers.com/about/legal_notices.html#4</a>	<a href="#">NAI</a>
		BloomReach (BloomReach)	<a href="https://www.bloomreach.com/en/about/privacy-policy">https://www.bloomreach.com/en/about/privacy-policy</a>	Browser settings
		Brightcove (Brightcove, Brightcove Player)	<a href="http://www.brightcove.com/en/privacy">http://www.brightcove.com/en/privacy</a>	Contact Partner
		Cloudflare	<a href="https://www.cloudflare.com/privacypolicy/">https://www.cloudflare.com/privacypolicy/</a>	None
		Evidon (Evidon Site Notice)	<a href="https://www.evidon.com/resources/privacy-statement/">https://www.evidon.com/resources/privacy-statement/</a>	None
		IBM (Silverpop)	<a href="https://www.ibm.com/privacy/details/us/en/privacy_shield.html">https://www.ibm.com/privacy/details/us/en/privacy_shield.html</a>	None
		Mattel (Mattel)	<a href="http://corporate.mattel.com/privacy-policy.aspx">http://corporate.mattel.com/privacy-policy.aspx</a>	None
		Monotype Imaging Holdings Inc. (MyFonts Counter)	<a href="https://www.myfonts.com/info/legal/#Privacy">https://www.myfonts.com/info/legal/#Privacy</a>	None
Ooyala (Ooyala Player)	<a href="http://www.ooyala.com/privacy">http://www.ooyala.com/privacy</a>	None		

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		Scene7 (Adobe Experience Manager)	<a href="http://www.adobe.com/privacy/opt-out.html">http://www.adobe.com/privacy/opt-out.html</a>	NAI, DAA
		Shopify	<a href="https://www.shopify.com/legal/privacy">https://www.shopify.com/legal/privacy</a>	None
		Sketchfab	<a href="https://sketchfab.com/privacy">https://sketchfab.com/privacy</a>	None
		Signal (Signal)	<a href="https://www.signal.co/privacy-policy/">https://www.signal.co/privacy-policy/</a>	NAI
		Tealium (Tealium)	<a href="https://tealium.com/privacy/">https://tealium.com/privacy/</a>	Partner Privacy Policy
		TrustArc (Truste Consent)	<a href="https://www.trustarc.com/privacy-policy/">https://www.trustarc.com/privacy-policy/</a>	Partner Privacy Policy
		Webcollage (Webcollage)	<a href="https://www.webcollage.net/MainApp/privacy/privacy-policy">https://www.webcollage.net/MainApp/privacy/privacy-policy</a>	Partner Privacy Policy
<b>Analytics</b>	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 (Omniure)	<a href="http://www.adobe.com/privacy/policy.html">http://www.adobe.com/privacy/policy.html</a>	None
		Alphabet/Google (GA Audiences, Google Analytics, Google Adsense)	<a href="https://www.google.com/intl/en/policies/privacy/">https://www.google.com/intl/en/policies/privacy/</a>	NAI, DAA, Google Analytics Opt-out
		Automattic/WordPress (WordPress Stats)	<a href="https://automattic.com/privacy">https://automattic.com/privacy</a>	None
		IBM (IBM Customer Experience)	<a href="https://www.ibm.com/privacy/details/us/en/privacy_shield.html">https://www.ibm.com/privacy/details/us/en/privacy_shield.html</a>	DAA
		Moat, Inc. (Moat)	<a href="https://moat.com/privacy">https://moat.com/privacy</a>	NAI, DAA, EDAA
		Monotype Imaging Holdings Inc. (Myfonts Counter)	<a href="https://www.myfonts.com/info/legal/#Privacy">https://www.myfonts.com/info/legal/#Privacy</a>	None
		New Relic (New Relic)	<a href="https://newrelic.com/privacy">https://newrelic.com/privacy</a>	DAA
		Ooyala (Ooyala Analytics)	<a href="http://www.ooyala.com/privacy">http://www.ooyala.com/privacy</a>	None
		Quantum Metric (Quantum Metric Tracker)	<a href="https://www.quantummetric.com/legal/privacy/">https://www.quantummetric.com/legal/privacy/</a>	None
		Salesforce (iGoDigital)	<a href="http://pages.exacttarget.com/iGoDigital/Privacy">http://pages.exacttarget.com/iGoDigital/Privacy</a>	None

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		Sidecar (Sidecar)	<a href="https://hello.getsidecar.com/privacy-policy/">https://hello.getsidecar.com/privacy-policy/</a>	None
		Webtrends (Webtrends)	<a href="https://www.webtrends.com/terms-policies/privacy/privacy-statement/">https://www.webtrends.com/terms-policies/privacy/privacy-statement/</a>	NAI
		Drawbridge (Drawbridge), LinkedIn Marketing Solutions	<a href="https://drawbridge.com/privacy">https://drawbridge.com/privacy</a>	NAI, DAA
		Facebook (Facebook Connect)	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a>	DAA
		Facebook (Facebook Impressions, Facebook Social Plugin, Facebook Social Graph)	<a href="https://www.facebook.com/full_data_use_policy">https://www.facebook.com/full_data_use_policy</a>	DAA
		Instagram	<a href="https://help.instagram.com/1896641480634370?ref=ig">https://help.instagram.com/1896641480634370?ref=ig</a>	Browser Settings
		Pinterest (Pinterest)	<a href="https://policy.pinterest.com/en/privacy-policy">https://policy.pinterest.com/en/privacy-policy</a>	Partner Privacy Policy
		Twitter (Twitter Button, Twitter Syndication)	<a href="https://twitter.com/privacy?lang=en">https://twitter.com/privacy?lang=en</a>	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 <i>information</i> collected to serve you interest-based ads that on <i>Matte! Services</i> or on other websites.	AddThis (AddThis)	<a href="http://www.addthis.com/privacy/privacy-policy">http://www.addthis.com/privacy/privacy-policy</a>	NAI, DAA
		Adbrain (Adbrain)	<a href="http://www.adbrain.com/legals/privacy-policy">http://www.adbrain.com/legals/privacy-policy</a>	DAA
		Adobe (Adobe Audience Manager)	<a href="http://www.adobe.com/privacy/opt-out.html">http://www.adobe.com/privacy/opt-out.html</a>	NAI, DAA
		Neustar (Aggregate Knowledge)	<a href="https://www.neustar.biz/privacy/opt-out">https://www.neustar.biz/privacy/opt-out</a>	NAI, DAA
		Alphabet/Google (DoubleClick, DoubleClick Bid Server, DoubleClick AdWords Conversion, Google AdWords User List, Google Dynamic Remarketing, Google DoubleClick Floodlight)	<a href="https://www.google.com/intl/en/policies/privacy/">https://www.google.com/intl/en/policies/privacy/</a>	NAI, DAA
		Amazon (Amazon Associates)	<a href="https://www.amazon.com/gp/help/customer/display.html?nodeId=468496">https://www.amazon.com/gp/help/customer/display.html?nodeId=468496</a>	DAA
		AppNexus (AppNexus)	<a href="https://www.appnexus.com/en/company/platform-privacy-policy">https://www.appnexus.com/en/company/platform-privacy-policy</a>	NAI

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		Atomz Search (Adobe Experience Manager)	<a href="http://www.adobe.com/privacy/opt-out.html">http://www.adobe.com/privacy/opt-out.html</a>	NAI, DAA
		BidSwitch (BidSwitch)	<a href="http://www.bidswitch.com/privacy-policy/">http://www.bidswitch.com/privacy-policy/</a>	Partner Privacy Policy
		Conversant (Dotomi, CJ Affiliate)	<a href="http://www.conversantmedia.com/legal/privacy">http://www.conversantmedia.com/legal/privacy</a>	Conversant, NAI, DAA
		DataXu (DataXu)	<a href="http://www.dataxu.com/about-us/privacy/data-collection-platform/">http://www.dataxu.com/about-us/privacy/data-collection-platform/</a>	NAI, DAA
		Facebook (Facebook Custom Audiences, Facebook Pixel)	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a>	DAA
		Media Innovation (Media Innovation)	<a href="http://www.themig.com/en-us/privacy.html">http://www.themig.com/en-us/privacy.html</a>	NAI, DAA
		MediaMath	<a href="http://www.mediamath.com/privacy-policy/">http://www.mediamath.com/privacy-policy/</a>	NAI, DAA
		Microsoft (Microsoft Advertising, Bing Ads)	<a href="https://privacy.microsoft.com/en-us/privacystatement">https://privacy.microsoft.com/en-us/privacystatement</a>	Partner Privacy Policy
		OpenX (OpenX)	<a href="https://www.openx.com/legal/privacy-policy/">https://www.openx.com/legal/privacy-policy/</a>	DAA
		Oracle (BlueKai)	<a href="https://www.oracle.com/corporate/acquisitions/bluekai/index.html">https://www.oracle.com/corporate/acquisitions/bluekai/index.html</a>	NAI, DAA
		OwnerIQ (OwnerIQ)	<a href="http://www.owneriq.com/privacy-notice">http://www.owneriq.com/privacy-notice</a>	NAI, DAA
		PubMatic (PubMatic)	<a href="https://pubmatic.com/legal/privacy-policy/">https://pubmatic.com/legal/privacy-policy/</a>	NAI, DAA
		PulsePoint (PulsePoint)	<a href="https://www.pulsepoint.com/privacy-policy.html">https://www.pulsepoint.com/privacy-policy.html</a>	NAI, DAA
		Rocket Fuel/Sizmek ([x+1])	<a href="http://rocketfuel.com/privacy/">http://rocketfuel.com/privacy/</a>	NAI, DAA
		Rubicon (Rubicon)	<a href="http://rubiconproject.com/privacy-policy/">http://rubiconproject.com/privacy-policy/</a>	NAI, DAA
		Salesforce (iGoDigital)	<a href="http://pages.exacttarget.com/iGoDigital/Privacy">http://pages.exacttarget.com/iGoDigital/Privacy</a>	None
		ShareThis (ShareThis)	<a href="http://www.sharethis.com/privacy/">http://www.sharethis.com/privacy/</a>	NAI, DAA
		ShareThrough (ShareThrough)	<a href="https://platform-cdn.sharethrough.com/privacy-policy">https://platform-cdn.sharethrough.com/privacy-policy</a>	NAI, DAA
		Tapad (Tapad)	<a href="https://www.tapad.com/privacy-policy">https://www.tapad.com/privacy-policy</a>	NAI, DAA

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		TradeDesk (TradeDesk)	<a href="https://www.thetradedesk.com/general/privacy-policy">https://www.thetradedesk.com/general/privacy-policy</a>	NAI, DAA
		Turn Inc (Turn Inc)	<a href="http://www.amobee.com/trust/consumer-opt-out">http://www.amobee.com/trust/consumer-opt-out</a>	DAA
		Verizon/Oath (Adap.tv, Advertising.com)	<a href="http://privacy.aol.com/privacy-policy/">http://privacy.aol.com/privacy-policy/</a>	NAI, DAA
		Verizon/Oath (BrightRoll, Yahoo Ad Exchange)	<a href="https://policies.yahoo.com/us/en/yahoo/privacy/index.htm">https://policies.yahoo.com/us/en/yahoo/privacy/index.htm</a>	NAI, DAA

We support the U.S. 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 *Mattel 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](#) or the [DIGITAL ADVERTISING ALLIANCE](#) in the U.S., or by the [EUROPEAN DIGITAL ADVERTISING ALLIANCE](#) in the European Economic Area (EEA), 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 *third-party technology partners* participate in these programs.

You can also set 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.

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