

Cookie Policy

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Devils Arena Entertainment LLC, New Jersey Devils LLC and its parents, subsidiaries, affiliates and other related entities (which may include Harris Blitzler Sports and Entertainment, the Philadelphia 76ers, Utica Comets, White Eagle Hall, Loews Jersey Theatre and others) (collectively, “HBSE Parties” “we,” “our,” or “us”) maintain this policy regarding our use of online technologies including "cookies", “pixels”, "web beacons," (collectively, “Cookies”) as well as other local storage technologies. This policy applies to devils.nhl.com, devilmembership.com, rwjbarnabashealthhockeyhouse.com, prucenter.com, hbse.com, whiteeaglehalljc.com and any other websites, mobile applications, or other online properties that link to this policy (collectively, the “Website”). This policy explains what these technologies are and how they may be used.

1. What are Cookies?

The types of Cookies used on our Websites may include browser-based cookies, pixels or web beacons, and similar technologies.

- Browser cookies are small data files sent from our Websites’ servers and stored on your device or browser that enable the HBSE Parties and our Business Partners to help recognize your browser across different web pages, websites, and browsing sessions. Some cookies remain on your device’s hard drive for only the duration of your visit to the relevant website ("session cookies") while others may remain for a fixed period and after you close the relevant browser ("persistent cookies").
- Pixels (or web beacons) are small, transparent images or snippets of code, also known as "tracking pixels" or "page tags," embedded in websites, apps, or emails that can be used to collect information about your activity or interaction with a site, app, or email.
- Other tracking technologies include software development kits (SDKs), JavaScript, HTTP code mechanisms, and APIs (Application Programmable Interfaces), all of which likewise entail snippets of code or software embedded in websites, applications, or emails which are also used to collect information about, for example, your interactions with and use of certain services on the websites, apps, and other online services, including the Websites.
- As described further in Section 2 below, some of these Cookies are set and used directly by us, while others are placed by third parties, such as by our analytics and advertising service providers and partners, in order to, for example, help us optimize the Websites and our advertising initiatives.

2. What types of Cookies are used on the Websites?

Cookies may be used for a variety of purposes, including delivering a given website or app experience, understanding how visitors interact with the Websites, and personalizing our advertising. These Cookies may be set by us or by third-party service providers or partners and generally fall into the following categories: Strictly Necessary, Functional, Performance, and Targeting and Advertising.

- **Strictly Necessary Cookies** - These cookies are necessary for the Websites to function and cannot be switched off in our systems. They are usually only 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. As discussed further in Section 3 below, you can set your browser to block or alert you about these cookies, but some parts of the Websites will not then work.
- **Functional Cookies** - These cookies enable the Websites to provide enhanced functionality and personalized content.
- **Performance Cookies** - These cookies allow us to measure metrics like visits and traffic sources so we can measure and improve the performance of the Websites. For example, they help us to know which webpages are the most and least popular and see how visitors move around our websites. For example, we may use Cookies including:
 - **Google Analytics.** For more information about how Google uses Cookies (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your information, please click [here](#).
- **Targeting and Advertising Cookies** - These cookies collect information about your online interactions in order to build a profile of your interests and show you relevant ads on third-party sites and services, including on social media services.
 - **Google Marketing Platform.** For more information about Google's use of Cookies, please visit Google's [Privacy Policy](#). To learn more about how to control Google's use of your information for ads, please [click here](#).

Please note that we may disclose information obtained from Cookies with other third parties, including advertising networks, service providers, data analytics providers, government entities, operating systems and platforms, social media, and data brokers.

3. What are my Cookie-related choices?

You may have several choices through which you can control the use of Cookies.

- Your device or browser may provide you with certain privacy settings or controls that may enable you to refuse, disable or activate certain Cookies. Because each browser and device is different and may provide you with different options and controls, please consult the instructions provided by the relevant browser or device.
- Where available, and depending on the jurisdiction in which you live, you may also be able to visit a "Cookie Settings" tool that we make available in the footer of applicable Websites and services, in order to disable or activate certain Functional, Performance, and/or Targeted and Advertising Cookies described above for relevant Websites.

If you choose to disable, block or delete certain Cookies through the above controls, note that some of the functionality of the Websites may no longer be available to you. Please also note that your choice to disable Cookies may be specific to the particular browser or device you are using

when you exercise such choice, and so you may need to disable Cookies on each browser or device you use to access the Websites.

You may opt out of receiving certain targeted advertising from third-party companies that utilize Cookies by visiting the websites of the [Network Advertising Initiative](#), [Digital Advertising Alliance](#), and the [Digital Advertising Alliance of Canada](#). For mobile devices, you may opt out by visiting the [Network Advertising Initiative's Mobile Opt-Out](#) website.

If you would like to learn more about cookies, there are informational websites and resources that describe these tracking technologies in further detail, such as [All About Cookies](#).

4. Changes to this Cookie Policy

We may update this policy from time to time to reflect changes in our Cookie practices, so we encourage you to return to this page and review this policy periodically. Our changes will apply as of the date this policy is posted.

5. Contact Us

If you have any questions about this Cookie policy, please contact us at privacy@prucenter.com and write "Privacy" in the subject line or write to us at:

Privacy Officer
Prudential Center
25 Lafayette Street
Newark, NJ 07102