We utilize Google Analytics on the Site. Google Analytics is a website analysis service provided by Google, Inc. ("Google"). Google utilizes the data collected to track and examine the use of this Site, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. For more information on Google's Privacy Policy go to https://www.google.com/intl/en/policies/privacy/. Users can opt out of Google Analytics tracking at https://tools.google.com/dlpage/gaoptout/. Some additional Google Analytics features that Red Hill uses are: Google Analytics Demographics and Interest Reporting-allows Red Hill to see the age, gender and interests of website visitors to better understand them and personalize advertising. Google Display Network Impression Reporting-for banner ads. Remarketing through Google Analytics for Display Advertising-allows personalization of ads on our ad networks. User ID Extension for Google Analytics-allows Red Hill to connect multiple devices, sessions and engagement data. We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website. Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising Initiative Opt-Out page or by using the Google Analytics Opt-Out Browser add on.