

Cookie Notice of Federated Hermes, Inc.

Effective Date: 12/1/19

This Cookie Notice applies to Federated Hermes, Inc. (“Federated Hermes” or “we”) and our website at www.FederatedInvestors.com and FederatedHermes.com (“Website”). This Cookie Notice explains how we use cookies and similar technologies to recognize you when you visit the Website, why we use them and rights to control our use of them.

What are cookies?

Cookies are small text files that are sent to or accessed from your web browser or your computer’s hard drive. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier. A cookie also may contain information about your computer, such as user settings, browsing history and activities conducted while using the Website. To learn more about cookies generally, visit www.allaboutcookies.org.

Cookies are widely used by website owners to make their websites work or to work more efficiently, as well as to provide analytics data about the operation of their websites.

Cookies set by the website owner (in this case, Federated Hermes) are called first-party cookies. Cookies set by any other party are called third-party cookies. Third-party cookies enable third-party features or functionality on or through the Website, such as interactive content and analytics. The parties that set third-party cookies can recognize your computer both when it visits the Website and also when it visits certain other websites.

How long do cookies last?

Cookies can be set on a “session” basis or on a “persistent” basis. A “Session” cookie set at the beginning of a browsing session and expire once the web browser is closed or the session ends. “Persistent” cookies are set in the same manner as “Session” cookies but remain valid until a determined expiration date unless deleted by the user.

Why does Federated Hermes use cookies?

We use first-party cookies and third-party cookies for several reasons. Some cookies are required for technical reasons for the Website to operate - we refer to these as “essential” or “strictly necessary” cookies. Other cookies enable us to track and target the interests of our visitors to enhance the experience on the Website or other websites.

The types of cookies served through the Website and the purposes they perform are described below:

- “Strictly necessary”, “Essential” or “Session” cookies must be set to allow us to deliver the Website to you and to provide specific services that you request from us.
- “Performance” or “Analytics” cookies, which help us to collect information about how visitors use our Website and helps us analyze and improve the Website. Performance or analytics cookies will remain on your computer after you close your browser.
- “Advertising” or “Tracking” cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and selecting advertisements that are based on your interests.

Please see the table at the end of this Cookie Notice for more information about the cookies deployed on the Website.

Does Federated Hermes use other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other data collection technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”) on the Website. A web beacon is computer code that contains a unique identifier that enables us to monitor user activity and traffic of the Website. This other data collection technology enables Federated Hermes to monitor the traffic patterns of visitors from one page on the Website to another, to understand whether you have come to the Website from an online advertisement displayed on a third-party website, to measure the success of our email marketing campaigns and to improve performance of the Website. This other data collection technology relies on cookies to function properly, which means that declining cookies will impair the functioning.

Google Analytics

Google Analytics is a web analytics service provided by Google, Inc. ("Google"). For more information about Google Analytics cookies, please see Google's help pages and privacy policy:

Google's Privacy Policy - <https://www.google.com/policies/privacy/>

Google Analytics Help pages - <https://support.google.com/analytics/answer/6004245?hl=en>

Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser here.

Google uses cookies to help us analyze how visitors use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. On behalf of Federated Hermes, Google will use this information to evaluate your use of the Website and compile reports on your activity for us and third parties who help operate and provide services related to Federated Hermes. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this notice. You can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under Google Analytics Opt-out Browser Add-on.

Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html>.

Do you serve targeted advertising?

Federated Hermes and third parties may use information about your visits to the Website to provide relevant advertisements on other websites about products and services that may interest you. Federated Hermes and third parties also may deploy technology that measures the effectiveness of advertisements by using cookies or web beacons to collect information about your visits to the Website and other websites to provide relevant advertisements on other websites about goods and services that may interest you. The information collected through this process does not enable us or the third parties to identify your name, contact details or similar identifying details unless you choose to provide them. Third Party Cookies and tracking technologies are governed by each third party's specific privacy or Cookies policy, not our Cookie Notice.

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can set your web browser controls to accept or refuse cookies. You also may be able to reject mobile device identifiers by activating the appropriate setting on your mobile device.

If you choose to reject cookies, you may still use the Website but some functionality and areas may be restricted or not properly function. To learn how to manage your cookies, please follow the instructions from your specific browser.

In addition, most advertising networks offer a way to opt out of targeted advertising. If you would like to find out more information, please visit <https://www.youradchoices.com/> and/or <http://www.youronlinechoices.com>.

How often will you update this Cookie Notice?

We may update this Cookie Notice from time to time to reflect changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The Effective Date at the top of this Cookie Notice indicates when it was last updated.

Where can I get more information?

Client Service Representatives are available at the number below to answer questions about our use of cookies or other technologies.

Main – Toll Free 1-800-341-7400

M-F 08:00 a.m.-06:00 p.m. EDT

Cookie Type	Cookie Provider ¹	General Purpose	Max. Duration ²
Strictly Necessary or Essential or Session	Federated Hermes, Inc.	Used to manage your browsing session and to remember selections you may have made or details about you so that you do not have to repeatedly provide such information during an individual viewing session or later visits to our website.	Will be held for no longer than 3 years.
	Cloudflare	Used to help detect malicious visits to our website and minimizes blocking legitimate users. It is necessary for supporting Cloudflare's security features.	Will be held for no longer than 1 year.
Performance	Brightcove	Provides tracking information to us related to video performance.	Will be held for no longer than 13 months.
	Marketo	Recording relationship of website to email campaigns and third party performance tracking.	Will be held for no longer than 2 years.
	Fireside	Provides tracking information to us related to podcast performance.	Will be held for no longer than 1 year.
	Google Analytics	Distinguishes between users and information about advertisement campaigns related to users.	Will be held for no longer than 2 years.
	MorningStar	Measures the performance of web page content.	Will be held for no longer than 2 years.
Advertising or Tracking	AddThis	Social media tracking, generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 14 months.
	Adsrvr.org	Advertising cookie for retargeting, generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 1 year.
	AdSymptotic.com	Advertising cookie used for cross-site tracking, generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 1 year.
	Agkn.com	Advertising cookie used for cross-site tracking, generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 1 year.
	Bttrack.com	Bitdlect cookies to optimize the campaign for more engagement on the landing pages. Generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 2 years.
	DoubleClick	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 1 year.
	Marketo	Identifies users for ad services, enhances relevance of ads served to users and tracks performance of advertisements served to users.	Will be held for no longer than 2 years.
	Media6degrees.com	Advertising cookies used for cross-site tracking. Generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 6 months.
	Tapad.com	Advertising cookies used for cross-site tracking. Generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 3 months.
	Everesttech	Advertising cookies used for cross-site tracking. Generated by our Google DoubleClick floodlight tag.	Will be held for no longer than 2 years.

Cookie Type	Cookie Provider ¹	General Purpose	Max. Duration ²
Advertising or Tracking <i>(continued)</i>	Yahoo	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 1 year.
	Advertising.com	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 1 year.
	Casalemedia	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 1 year.
	Narrative.io	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 2 years.
	LinkSynergy	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 1 year.
	3Lift	Advertising and Tracking cookie. Allows us to track actions taken on landing pages	Will be held for no longer than 90 days.

¹ This table provides an overview of categories of cookies present on our website. There may be multiple cookies from each listed provider.

² The maximum duration a cookie will be held is represented in this column. Cookie duration varies by individual cookie and could be as short as a session.