# Cookie Policy

This cookie policy (this "**Cookie Policy**") describes the cookies used in connection with the website (https://yamahacreators.com) (this "**Website**") managed in relation to the Yamaha Creator Pass (the "**Service**"), which Yamaha Music Innovations, LLC ("**we**," "**us**," or "**our**") provides.

We use cookies and other similar mechanisms (collectively, "**cookies**") to collect your data while you are browsing this Website. The cookies are used for various purposes such as recognizing you as a User when you are visiting this Website ("**session cookie**") or when you return to this Website ("**persistent cookie**").

## 1. What is a Cookie?

Cookies are small files stored on your browser or your devices, which are used to collect data about your interactions with websites, such as browser ID, browser type, OS, IP address, and browsing dates and times. Cookies do not access your personal files stored in your devices.

## 2. The Types of Cookies We Use and Other Information

We use different types of cookies, including:

- **Required Cookies**

  These cookies are used to provide the essential functions necessary for us to operate this Website and enable you to use this Website, and therefore we cannot suspend functioning of these cookies. Some of these cookies are set by our e-commerce platform provider, Shopify Inc., as they are necessary for the core functionality of the online store.

- **Preferences Cookies**

  These cookies store your preferences and settings to personalize your experience on the Websites, such as your language preference or region. They enable the Websites to remember choices you have previously made so that we can provide a more personalized experience on your next visit. If you do not allow these cookies, some personalization features may not function properly.

- **Marketing Cookies**

These cookies may be set through this Website by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

- We use Meta Business Tools (including Meta Pixel and Conversions API), services of Meta Platforms, Inc., to measure the effectiveness of our advertising campaigns on Facebook and Instagram. Meta collects and stores information about your interactions with our advertisements, what pages you visit on this Website after clicking an ad, and conversion events. This information is used for ad targeting, measurement, and analytics purposes. Please visit the following website to obtain further information regarding how Meta Platforms, Inc. collects and uses your data.

  https://www.facebook.com/privacy/policy/

- Shopify sets marketing cookies to support cross-store audience targeting through Shopify Audiences and to measure merchant marketing campaign effectiveness. For more information about how Shopify Inc. collects and uses your data, please visit:

  https://www.shopify.com/legal/privacy

- **Analytics Cookies**

These cookies are used to collect and analyze the information about your use of this Website, in order to improve the function of this Website and provide Users with an improved experience of this Website.

- We use Mixpanel, a service of Mixpanel, Inc., to analyze how you interact with this Website and our mobile applications. Mixpanel collects and stores information such as what pages you visit, what actions you take, how long you spend on this Website, how you arrived there, and what contents you click on. While Mixpanel does not collect your name or email address, it uses pseudonymous identifiers to link your

activity across sessions. Please visit the following website to obtain further information regarding how Mixpanel, Inc. collects and uses your data.

https://mixpanel.com/legal/privacy-policy/

- We use Google Analytics 4, a service of Google LLC, to collect information about how you use this Website. Google Analytics 4 collects and stores information about what pages you visit, how long you are on this Website, how you arrived there, and what contents you click on, etc. This information cannot be used to identify who you are. Please visit the following website to obtain further information regarding how Google LLC collects and uses your data.

  https://policies.google.com/technologies/partner-sites

- We use Shopify, a service of Shopify Inc., as the e-commerce platform for this Website. Shopify sets analytics cookies to collect information about how visitors interact with our online store, including browsing sessions, visitor frequency, and interactions with products and pages. Shopify may use this information, together with data from other merchants that use the Shopify platform, to provide aggregated analytics, improve its services, and support marketing and personalization features across the Shopify network. For more information about how Shopify Inc. collects and uses your data, please visit:
  https://www.shopify.com/legal/privacy

- **The Details of Cookies We Use on this Website**

For further information about cookies we use on this Website, please see the table below:

In addition to the cookies listed below, Shopify Inc. may set additional cookies for platform operations and network security purposes as an independent data controller. For a complete list of cookies used by Shopify, please visit:

https://www.shopify.com/legal/cookies

| Name | Domain | Description | Duration | Type |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| session | First-party (yamahacreators.com) | Server-side session management | Session | Strictly Necessary |
| _shopify_essential | First-party (checkout.yamahacreators.com) | Shopify platform session for checkout | 1 year | Strictly Necessary |
| _shopify_essential_ | Third-party (.shopify.com) | Shopify platform core functionality | 1 year | Strictly Necessary |
| _merchant_essential | Third-party (.shopify.com) | Shopify merchant operations | 1 year | Strictly Necessary |
| _tracking_consent | First-party (.yamahacreators.com) | Cookie consent status management | 1 year | Strictly Necessary |
| cart | First-party (yamahacreators.com) | Stores cart token | 2 weeks | Strictly Necessary |
| cart_currency | First-party (checkout.yamahacreators.com) | Stores selected currency for cart | 2 weeks | Strictly Necessary |
| localization | First-party (checkout.yamahacreators.com) | Stores detected user locale/country | 2 weeks | Strictly Necessary |
| mac | First-party (.yamahacreators.com) | Request integrity verification | 1 day | Strictly Necessary |
| user_session_id | First-party (.yamahacreators.com) | Session identification | 1 day | Strictly Necessary |
| _ga | First-party (.yamahacreators.com) | Google Analytics 4 user identifier | 2 years | Analytics |
| _ga_* | First-party (.yamahacreators.com) | GA4 session data | 2 years | Analytics |
| _shopify_analytics | First-party (checkout.yamahacreators.com) | Shopify store-level analytics and conversion tracking | 1 year | Analytics |
| _shopify_s | First-party (.yamahacreators.com) | Shopify session tracking | 30 minutes | Analytics |
| _shopify_y | First-party (.yamahacreators.com) / Third-party (.shopify.com) | Shopify visitor tracking | 1 year | Analytics |

| | | | | |
|---|---|---|---|---|
| mp_*_mixpanel | First-party (.yamahacreators.com) | Mixpanel analytics user identifier and session properties | 1 year | Analytics |
| _fbp | First-party (.yamahacreators.com) | Meta Pixel browser identifier | 90 days | Marketing |

## 3. First-Party/Third-Party Cookies

Cookies are placed on your device by the websites you visit ("**first-party cookies**") or by third-parties providing services such as advertising ("**third-party cookies**").

We use the following third-party cookies on this Website:

- Meta Platforms, Inc.
- Mixpanel, Inc.
- Google LLC
- Shopify, Inc.

## 4. How Do You Manage Cookies?

You can manage your cookie settings on your internet browser. More information is available here:

- Google Chrome users: https://support.google.com/chrome/answer/95647?hl=en
- Microsoft Edge users: https://support.microsoft.com/en-gb/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd
- Mozilla Firefox users: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored
- Safari users: https://help.apple.com/safari/mac/8.0/?lang=en#/sfri11471

You can also withdraw your consent to the use of cookies at any time by deleting your cookies via your internet browser settings.

If you block the use of cookies, all or a part of the services and some functionalities referred to in “2. The Types of Cookies We Use and Other Information” might not be available to you.

## 5. Changes to this Cookie Policy

We may modify this Cookie Policy at any time. When we make changes, we will revise the “Last Updated” date at the bottom of this Cookie Policy, and any change will be effective immediately upon posting. When we make changes to this Cookie Policy, we will appropriately inform you in advance where such changes impact your rights as a User of this Website or where required by law, for example by posting a notice on this Website. However, your continued use of this Website following the posting of changes will constitute your acceptance of such changes. We encourage you to review the applicable version of this Cookie Policy whenever you use this Website.

## 6. More Information

If you have any questions regarding the information in this Cookie Policy, you may contact us at the following:

Yamaha Music Innovations, LLC
support@yamahacreatorpass.zendesk.com

This Cookie Policy was Last Updated and is Effective on: March 7, 2026