

Cookie Policy

This cookie policy (this "**Cookie Policy**") describes the cookies used in connection with the website (<http://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>

- We use Google Ads, a service of Google LLC, to measure the effectiveness of our advertising campaigns on Google and its advertising network, and to deliver relevant advertisements to you on other websites and services. Google Ads collects and stores information about your interactions with our advertisements, the pages you visit on this Website after clicking an ad, and conversion events. This information is used for ad targeting, remarketing, measurement, and analytics purposes. 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 Klaviyo, a service of Klaviyo, Inc., as our email marketing platform. Klaviyo sets cookies to recognize you as a visitor, link your activity to your Klaviyo profile, and measure engagement so that we can send you relevant marketing communications. Please visit the following website to obtain further information regarding how Klaviyo, Inc. collects and uses your data.

<https://www.klaviyo.com/legal/privacy/privacy-notice>

- **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)	Session management	Session	Strictly Necessary
_shopify_essential	First-party (checkout.yamahacreators.com)	Shopify checkout session	1 year	Strictly Necessary
_shopify_essential_	Third-party (.shopify.com)	Shopify platform operations	1 year	Strictly Necessary
_merchant_essential	Third-party (.shopify.com)	Shopify platform operations	1 year	Strictly Necessary
_tracking_consent	First-party (.yamahacreators.com)	Cookie consent management	1 year	Strictly Necessary
cart	First-party (yamahacreators.com)	Shopping cart	2 weeks	Strictly Necessary
cart_currency	First-party (checkout.yamahacreators.com)	Shopping cart currency	2 weeks	Strictly Necessary
localization	First-party (checkout.yamahacreators.com)	Locale settings	2 weeks	Strictly Necessary
mac	First-party (.yamahacreators.com)	Request integrity	1 day	Strictly Necessary
user_session_id	First-party (.yamahacreators.com)	Session identification	1 day	Strictly Necessary
_ga	First-party (.yamahacreators.com)	Google Analytics	2 years	Analytics
ga*	First-party (.yamahacreators.com)	Google Analytics	2 years	Analytics

Name	Domain	Description	Duration	Type
_shopify_analytics	First-party (checkout.yamahacreators.com)	Shopify analytics	1 year	Analytics
_shopify_s	First-party (.yamahacreators.com)	Shopify analytics	30 minutes	Analytics
_shopify_y	First-party (.yamahacreators.com) / Third-party (.shopify.com)	Shopify analytics	1 year	Analytics
mp_*_mixpanel	First-party (.yamahacreators.com)	Mixpanel analytics	1 year	Analytics
_fbp	First-party (.yamahacreators.com)	Meta advertising	90 days	Marketing
_gcl_aw	First-party (.yamahacreators.com)	Google Ads conversion measurement	90 days	Marketing
_gcl_au	First-party (.yamahacreators.com)	Google Ads conversion measurement	90 days	Marketing
_gcl_dc	First-party (.yamahacreators.com)	Google Ads conversion measurement	90 days	Marketing
gac*	First-party (.yamahacreators.com)	Google Ads campaign attribution	90 days	Marketing
IDE	Third-party (.doubleclick.net)	Google advertising measurement and targeting	13 months (EEA/UK) / 24 months	Marketing
test_cookie	Third-party (.doubleclick.net)	Browser cookie support check	15 minutes	Marketing
NID	Third-party (.google.com)	Google preferences and ad personalization	6 months	Marketing
ANID	Third-party (.google.com)	Google advertising measurement	13 months (EEA/UK) / 24 months (elsewhere)	Marketing
AID	Third-party (.google.com)	Google advertising measurement across devices	~24 months	Marketing
TAID	Third-party (.google.com)	Google advertising measurement	14 days	Marketing
_Secure-ENID	Third-party (.google.com)	Google preferences and fraud prevention	~13 months	Marketing
1P_JAR	Third-party (.google.com)	Google site statistics and conversion measurement	30 days	Marketing
__kla_id	First-party (.yamahacreators.com)	Klaviyo visitor recognition and profile linking for marketing personalization	Up to 2 years (7 days on Safari/iOS)	Marketing
__kla_off	First-party (.yamahacreators.com)	Records Klaviyo tracking opt-out	Until cleared	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 cookies set by the following third-party service providers on this Website. Some of these cookies are set in our own domain (yamahacreators.com) but are read or used by these third parties:

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

4. How Do You Manage Cookies?

You can change or withdraw your consent to our use of cookies at any time through the "Cookie Settings" control on this Website. Opening this control lets you review the categories of cookies described in "2. The Types of Cookies We Use and Other Information" and accept or reject each category other than Required Cookies. Your updated choice takes effect immediately and applies to future visits to this Website.

In addition to the control described above, you can manage cookies through 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>

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. We encourage you to review the applicable version of this Cookie Policy whenever you use this Website.

6. More Information

For more information about how we process your personal information, please see our [Privacy Policy](#).

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: August 25, 2026