

# Cookie Policy

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At the Consumer Technology Association (CTA)™, we want to ensure that your visit to our website is smooth, reliable and as useful to you as possible. To help us do this, we use cookies, beacons and similar technologies (together referred to as “cookies” in this policy). We notify you about our use of cookies when you first visit our website, through a notification banner at the bottom of the page. By continuing to use the site, you consent to our use of cookies.

## What Are Cookies?

Cookies are files containing small amounts of information which are downloaded to the device you use when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies do lots of different and useful jobs, such as remembering your preferences and generally improving your online experience.

### Session and Persistent Cookies

- **Session cookies** last only for the duration of your visit and are deleted when you close your browser. These facilitate various tasks, such as allowing a website to identify that a user of a particular device is navigating from page to page, supporting website security, or basic functionality.
- **Persistent cookies** last after you have closed your browser and allow a website to remember your actions and preferences. Sometimes persistent cookies are used by websites to provide targeted advertising based upon the browsing history of the device.

## What If I Don't Want to Accept Cookies?

Although you have to consent to our use of cookies, as noted above, you can set your browser in such a way that you are informed about the placement of cookies and only allow cookies in individual cases, exclude cookies for specific events or automatically delete cookies. If you disable or limit the use cookies, the functionality of our website may be limited.

## The Cookies We Use Fall into These Four Categories

**Essential cookies** — These cookies are necessary to help you access and move around our site and use all its features. Without these cookies, our website would not work properly and you would not be able to use certain important features. These cookies don't gather information about you for the purposes of marketing.

**Performance cookies** — These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor, although they may collect the IP address of the device used to access the site. All information these cookies collect is anonymous and is only used to improve how a website works, improve the user experience, and optimize our advertising.

**Functionality cookies** — These cookies allow the website to remember choices you make, such as your username. They may also be used to provide services you have requested, such as watching a video. The information these cookies collect is anonymized (i.e., it does not contain your name, address, etc.) and they do not track your browsing activity across other websites.

**Targeting cookies** — These cookies collect several pieces of information about your browsing habits. They are usually placed by advertising networks. They remember that you have visited a website, and this information is shared with other organizations such as media publishers. These organizations do this in order to provide you with targeted advertisements more relevant to you and your interests.

## First- and Third-Party Cookies

Whether a cookie is a first- or third-party cookie depends on which website the cookie comes from. First-party cookies are those set by or on behalf of the website you visited. All other cookies are third-party cookies. We use both first-party and third-party cookies, which you can read more about in our list that follows.

## Third-Party Cookies Used on Our Website

*If you would like to learn more about any of these third-party cookies, we encourage you to visit their websites to learn more details about their policies.*

## Advertising

DoubleClick serves an anonymous, unique identifier used to track how successful our advertising is. DoubleClick Floodlight cookies enable us to understand if you complete certain actions on our website(s) after you have seen or clicked through one of our display/ video advertisements served on Google or other platforms via DoubleClick. DoubleClick uses this cookie to understand the content with which you have engaged on our website(s) so they may subsequently deliver some targeted advertisements to you.

This website uses Varick cookies and pixels to collect certain information about the use of a computer's browser and to store information on the computer to serve targeted advertisements and collect and analyze statistics about the performance of advertisements. Varick cookies collect the following types of data: browser type, IP address, operating system, search queries previously entered on third party websites and websites visited. Varick may use the data collected to show interest-based ads and to report and track conversions attributable to advertising.

This website also uses cookies from LeadsRx to help identify a visitor's path to complete a registration form. The LeadsRx cookie will remember or retrieve a unique number assigned by our software. This number cannot be used by others to identify you personally but does allow LEADSRX to track which websites you have visited including the time you visited, the pages you viewed, and how you arrived at the website.

## **Cookie Management**

Visitors to our website are advised via a pop-up message about the cookies that we use and directed to this page if they would like more details. This cookie from Cookie Script remembers that the customer has accepted the cookie consent banner. It's stored in the user's browser and means you don't see the banner again. This site also uses Google Tag Manager which is a tag management system that allows for the management and updating of all the other cookies/tags noted in this policy.

## **Email Analytics**

Litmus Analytics and Salesforce Marketing Cloud may be used with our marketing email messages to track the success (email opens, clicks on links) of these messages. Personal information is stored in Salesforce Marketing Cloud if our customers complete a form for registration to events, contact/request forms or for subscription to our email

communications. Non-personal information such as IP address, operating system, web browser, and pages visited is gathered by both Litmus Analytics and Salesforce Marketing Cloud.

### **Facial Recognition**

We may use Google Vision on our websites that ask event attendees to upload a photo for their event badge for security purposes. This is used solely to identify if the photo contains an image of a human face. The only data we use or store is a Yes/No answer as to whether the photo contains said image.

### **Form Security**

We may use Google reCAPTCHA ("reCAPTCHA") on our websites. The purpose of reCAPTCHA is to check whether data have been entered on our websites (e.g., in a contact form) by a person or by an automated program. This is to protect our website from fraudulent automated spying and from spam.

### **Location Analytics**

Our mobile application includes functionality, which allows our attendees to identify their location at the event. Application users choose to use the application anonymously or to login as an identified user, in which case the personal data provided upon registration may be used. Non-personal information, such as IP address, device ID and location, is gathered.

### **Social Media**

This website uses targeting cookies from the Facebook, Twitter and LinkedIn remarketing services to advertise our content, products and services on these social media channels to previous visitors to our site. Any data collected will be used in accordance with our own privacy policy and the social network's privacy policy.

### **Survey Analytics**

Some customers may receive a survey from us that uses Qualtrics or Survey Monkey. These surveys are emailed to select customers who complete a form for registration to events or use one of our products and services. Your survey responses will be matched with personal information that you provided when registering or purchasing.

## **Video**

Brightcove and YouTube are used to deliver video content on our website. Their cookies gauge the bandwidth of your internet connection so that they can optimize the video display and also identify unique users so that they can personalize your experience based on previous video usage.

## **Website Analytics**

Crazy Egg and Google Analytics collects information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, from whence visitors have come to the site, and the pages they visited.