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INTERNATIONAL WOMEN'S FORUM

COOKIE POLICY

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Last updated: December 1, 2024.

This Cookie Policy explains how the International Women's Forum ("IWF", "we", "us" or "our") and third parties uses cookies and similar tracking tools to ensure security, provide functionality, and track how people interact with our sites ("visitors" or "users") by collecting data from visitors' device and placing information on it (including personal data, user and device data, IP address and online identifiers, referring URLS, and other browsing information) and by recording user sessions and interactions when they visit our websites at https://iwforum.org, https://www.connect-iwforum.org/ and https://iwforum.secure-platform.com ("Sites"). We use this data to analyze performance and traffic on our website, improve website operation and performance, understand more about users, provide personalized experiences, and reach users with more relevant content and ads on our Sites and across third party sites.

If you would like to read this Cookie Policy in one continuous document or would like to print it, please click here.

Please read this Cookie Policy in conjunction with our Privacy Policy, available at https://iwforum.org/privacy-policy.

1.   What are cookies and trackers?

Cookies

Cookies are text files that are placed on your computer or equipment (mobile or handheld device such as smartphones or tablets) when you visit certain online pages that record your preferences and actions and may monitor traffic, improve our Sites and make it easier and/or relevant for your use.. Cookies are stored in your browser. A cookie will help the Sites to recognize your device the next time you visit. Most cookies and cookies won't collect information that directly identifies you as a person, and will instead collect your device identifier, or your internet protocol (IP) address, or more general information such as how visitors arrive at and use our Sites. Cookies and cookies may, however, be used to create a profile of your activities on the Internet which can be used (for example) to try to predict your purchasing and behavioral preferences.

Clear GIFs, pixel tags and other technologies

Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages as transparent pixel images embedded at certain points and used to collect information about how users navigate and use Sites for the purpose of understanding and improving the function of the Sites and the value of the content. We and our service providers may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Sites to, among other things, track the activities of website visitors, help us manage content, and compile statistics about website usage. We and our service providers also use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

In this Cookie Policy, we refer to all these technologies as "cookies".

2.   Types of Cookies

Session Cookies

Session cookies are stored only temporarily during a browsing session and are deleted from the visitor's device when the browser is closed.

Persistent Cookies

Persistent cookies are saved on your device for a fixed pre-defined period of time (usually several months) and not deleted when the browser is closed. Persistent cookies are used where we need to be able to recognize your device for more than one browsing session. Persistent cookies used on the Sites generally have a maximum lifespan of 365 days or one year.

First party Cookies

First party cookies are set by the websites or applications you are visiting and they can only be read by that site or application.

Third-party Cookies

Third party cookies are not set by the owner of the website or application you are visiting, but by a different organization. For example, advertisers and other third parties may use their own cookies when you click on a link on our Sites, or we might engage a third-party analytics company that will set their own cookie to perform this service.

3. Categories of Cookies

The different types of cookies described above can be categorized as follows:

Necessary Cookies:

These are cookies that are required for the operation of our Sites (such as to enable you to log into secure areas of our Sites), or to provide services that you explicitly request (to change the language on the Sites, for example, and remember your cookie choices). These cookies do not require your consent and cannot be switched off (although in some cases you can change your requests). You can set your browser to block or alert you about these cookies, but some parts of our Sites may not work if you block these types of cookies.

Functional Cookies:

These cookies are used to provide certain functionalities to you by recognizing you when you return to our Sites so that we can offer you a better experience on these Sites. For instance, these cookies help us to personalize our content for you, greet you by name and remember your preferences.

Analytics Cookies:

These cookies allow us to analyze Sites usage and understand how visitors use it. These cookies recognize and collect information about the number of visitors, the pages they view, how long they view pages and how they move around our Sites when they are using it. This helps us to improve the way our Sites work, for example, by ensuring that visitors are easily finding what they are looking for. If you do not consent to these types of cookies we will not be able to improve our Sites based on information from your visit.

Targeting Cookies:

These cookies are used to tailor advertising and content to your interests ("Targeting"), both within and beyond our Sites. These cookies collect data about your online activity, including your visit to our Sites, the pages you have visited and the links you have followed. They identify your interests so that we can provide advertising that we believe is relevant to you. We may use this information to make our Sites and the Targeting displayed on it, and the marketing messages we send to you, more relevant to your interests. We may also share this information with third parties who provide a service to us for this purpose. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the Targeting and to monitor from which Targeting source a visitor was directed towards our Sites so that we know whether it is worth for us to invest in that particular Targeting source.

These cookies may be set through our Sites or by our third-party Targeting partners. They may be used by those partners to build a profile of your interests and show you relevant advertisements on other sites. They do not store directly personal information but are based on uniquely identifying your browser and Internet device. If you do not consent to these types of cookies, you will experience less targeted advertising (but not less advertising overall).

4. Lifespans

The various cookies used by our Sites have different lifespans. Session cookies will be deleted once you close your browser or the Sites. Persistent cookies implemented on our Sites will be kept for a period of time that does not exceed 365 days or one year.

5. What cookies do we use?

We use different categories of both session and persistent cookies on our Sites, which can either be first-party or third-party cookies. Information on the cookies that we use on our Sites (their names and categories, their lifespans and

whether third parties have access to the cookies) can be found in our Individual privacy preferences center https://iwforum.org/#consent-change.

Name	Description	Lifespan	First Party/Third Party	Category	Name of Cookie
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 year	Third party: Google	Analytics Cookies	Google Analytics
_ga_#	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit.	1 year	Third party: Google	Analytics Cookies	Google Analytics
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	24 hours	Third party: Google	Analytics Cookies	Google Analytics
_GRECAPTCHA	Provides spam protection.	6 months	Third Party: Google	Targeting Cookies	Google Recaptcha (forms)
hjSession#	Ensures subsequent requests in the session window are attributed to the same session.	Session	Third Party: Hotjar	Functional Cookies	Heat mapping software
hjSessionUser#	Ensures user's subsequent site interactions are attributed to original user ID from earlier visit(s).	1 Year	Third Party: Hotjar	Functional Cookies	Heat mapping software
cf_clearance	Stores the proof of challenge passed. It is required to reach an origin server.	30 minutes	Third Party: Cloudflare	Necessary Cookies	CDN functionality through GoDaddy
__cflb	Allows Cloudflare to return an end user to the same customer origin for a specific period of time configured by the customer.	24 hours	Third Party: Cloudflare	Necessary Cookies	CDN functionality through GoDaddy
CookieConsent Policy	Applies end-user cookie consent preferences set by client-side utility.	1 year	First Party: Cloudflare	Necessary Cookies	CDN functionality through GoDaddy
LSKey-c$CookieConsentPolicy	Applies end-user cookie consent preferences set by client-side utility.	1 year	First Party: Cloudflare	Necessary Cookies	CDN functionality through GoDaddy
renderCTX	Stores site parameters in the session for reuse across requests by a single client for functionality and performance reasons. Metadata required for fetching site pages and components based on pageId, schema, viewType, brandingSet, formFactor	Session	First Party: Cloudflare	Necessary Cookies	CDN functionality through GoDaddy

Name	Description	Lifespan	First Party/Third Party	Category	Name of Cookie
	, and audience targeting.				
hmt_id	Allows site to distinguish human visitors from bots.	30 days	Third Party: hCaptcha	Necessary Cookies	Google Captcha
m	Customer recognition and payment processing.	45 days	Third Party: Stripe	Necessary Cookies	Stripe connection
lpv<accountid>	Used to prevent tracking multiple page views on a single asset within a 30-minute period.	30 minutes	Third Party: Pardot (Marketing Cloud Accounting Engagement)	Analytics Cookies	Salesforce / Pardot
visitor_id<accountid>	Stores unique user IDs.	1 year	Third Party: Pardot (Marketing Cloud Accounting Engagement)	Analytics Cookies	Salesforce / Pardot
visitor_id<accountid>-hash	Contains the account ID and stores a unique hash. Ensures malicious users cannot pose as a visitor and access corresponding prospect information.	Persistent	Third Party: Pardot (Marketing Cloud Accounting Engagement)	Necessary Cookies	Salesforce / Pardot
nextId	Stores information regarding the video to be shown following the current video.	1 year	Third Party: YouTube	Functional Cookies	YouTube videos
VISITOR_INFO1_LIVE	Provides ad delivery or retargeting, stores and tracks a visitor's identity, and stores & tracks visitor interactions.	6 months	Third Party: YouTube	Targeting Cookies	YouTube videos
VISITOR_PRIVACY_METADATA	Stores the user's cookie consent state for the current domain.	180 days	Third Party: YouTube	Necessary Cookies	YouTube videos
YSC	Stores and tracks visitor interactions.	Session	Third Party: YouTube	Targeting Cookies	YouTube videos
OpenWater.Antiforgery	Helps avoid bots and increase security.	Session	Third Party: OpenWater	Necessary Cookies	Application Software
i18n.langtag	Indicates which language the OpenWater platform should be displayed in.	1 year	Third Party: OpenWater	Necessary Cookies	Application Software

Name	Description	Lifespan	First Party/Third Party	Category	Name of Cookie
real_cookie_banner-est	Assists in obtaining GDPR and ePrivacy Directive-compliant consent and notifies visitors of policies.	1 year	First Party: devowl	Necessary Cookies	GDPR Banner
ak_bmsc	Differentiates traffic from huma_hjn site visitors and bots.	Persistent	Third Party: Akami	Necessary Cookies	Akamai plugin
OptanonAlertBoxClosed	Controls how frequently the cookie notice is displayed to visitors after they have initially viewed it.	Persistent	First Party: OneTrust	Necessary Cookies	Alert modal
Optanon Consent	Stores information regarding cookie categories on the site and users' consent for each category, in furtherance of preventing cookies for which users do not provide consent.	1 year	First Party: OneTrust	Necessary Cookies	GDPR Banner
_cf_bm	Reads and filters requests from bots.	30 minutes	Third Party: CloudFlare	Necessary Cookies	CDN functionality through GoDaddy
q_state_	Contains a number of attributes identifying the website visitor and their interaction with the Qualified Chat Messenger.	13 months	Third Party: Facebook	Analytics Cookies	Qualified chat
_uetvid	To store and track visits across the website.	13 months	Third Party: Bing Ads	Targeting Cookies	Ads Software
_abexps	Allows video content to be played and tracks view numbers.	13 months	Third Party: Vimeo	Analytics Cookies	Vimeo videos
mkto_trk	Allows a website to track visitor behavior to link a visitor to the recipient of an email marketing campaign and to measure campaign effectiveness. Tracking is performed anonymously until a user identifies themself by submitting a form.	1 year	First Party: Marketo	Targeting Cookies	Marketo / Salesforce
cf_uvid	Differentiates between new and returning users.	13 months	Third Party: CloudFlare	Functional Cookies	CDN functionality through GoDaddy
recent_gtm_event	Tracks user interaction with video player.	Session	Third Party: Vimeo	Analytics Cookies	Vimeo videos

Name	Description	Lifespan	First Party/Third Party	Category	Name of Cookie
sd_client_id	Ensures uptime for the embed player and is only set if the user is logged in to Vimeo.	13 months	Third Party: Vimeo	Analytics Cookies	Vimeo videos
vuid	Allows video content to be played and tracks view numbers.	13 months	Third Party: Vimeo	Analytics Cookies	Vimeo videos
Player	Collects analytics and tracking information.	13 months	Third Party: Vimeo	Analytics Cookies	Vimeo videos
Language	Stores language preferences.	13 months	Third Party: Vimeo	Necessary Cookies	Vimeo videos
AEC	Ensures that requests within a browsing session are made by the user and not other sites and prevents malicious sites from improperly acting on the user's behalf.	6 months	First Party: Google	Necessary Cookies	Google Analytics
DV	Provides advertisement delivery or targeting.	1 day	Third Party: Google	Targeting Cookies	Google Analytics
NID	Provides advertisement delivery or targeting, and stores user preferences.	6 months	Third Party: Google	Targeting Cookies.	Google Analytics
OTZ	Provides aggregate analysis of website visitors.	1 week	Third Party: Google	Analytics Cookies	Google Analytics
PREF	Register anonymous statistical data from embedded YouTube videos.	13 months	Third Party: YouTube	Analytics Cookies	YouTube videos
SOCS	Stores user's state regarding their cookie choices.	13 months	Third Party: Google	Necessary Cookies	Google Analytics
_Secure-ENID	Stores user preferences and other information.	1 year	First Party: Google	Necessary Cookies	Google Analytics
IDE	Measures conversion rate of advertisements presented to user.	13 months	Third Party: DoubleClick	Targeting Cookies	Google Analytics
_gat_gtag_UA_	Throttles request rate from visitors and stores unique user IDs.	1 minute	Third Party: Google	Analytics Cookies	Google Analytics

Name	Description	Lifespan	First Party/Third Party	Category	Name of Cookie
_gac_UA-	Stores and counts page views.	90 days	Third Party: Google	Analytics Cookies	Google Analytics
cookie-perms	Stores user's cookie permissions.	6 months	Third Party: Stripe	Necessary Cookies	Stripe Connection
real_cookie_banner	Saves anonymous ID to preserve visitors' cookie settings.	1 year	Third Party: devowl	Necessary Cookies	GDPR Banner
pctrk	Counts page views by unauthenticated users against license usage.	1 year	Third Party: Salesforce	Necessary Cookies	Salesforce cookie
PicassoLanguage	Stores user's language selection for this Experience Builder site. The site doesn't load without this cookie if the user changes the site's language.	Session	Third Party: Salesforce	Necessary Cookies	Salesforce cookie
regtoken	Keeps track of information while registering for event on site.	Session	Third Party: Stova	Necessary Cookies	Events Stova
selectedlanguage	Tracks chosen language.	1 hour	Third Party: Stova	Necessary Cookies	Events Stova

6. Social Media Links

The Sites contain links to IWF social media pages from the following companies:

- Facebook; Facebook is operated by Meta, 1 Hacker Way, Menlo Park, CA 94025, USA. Find information on data protection at Facebook here: https://www.facebook.com/privacy/explanation.

- Instagram; Instagram is operated by Meta, 1 Hacker Way, Menlo Park, CA 94025, USA. Find information on data protection at Instagram here: https://help.instagram.com/519522125107875.

- X; X is operated by X Corp., 1355 Market St, Suite 900, San Francisco, CA 94103, USA. Find information on data protection at Twitter here: https://twitter.com/en/privacy.

- YouTube is operated by Google, Amphitheatre Parkway, Mountain View, CA 94043, USA; the privacy policy of Google is available under: http://www.google.com/intl/de/policies/privacy/index.html.

- LinkedIn; LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Find information on data protection at LinkedIn here: https://www.linkedin.com/legal/privacy-policy.

These links are not plug ins; they are links to external IWF social media pages via standard functionality. No cookies are set in relation to these links when browsing the Sites. Should you click any of these links you will be directed to the relevant social media page. Each of these social media companies operates their websites independently of IWF, including their own cookie policies and privacy policies and settings. Please visit the respective social media companies' privacy information for further details.

7.   Information about tracking with Google Analytics

We use Google Analytics, which tracks interactions of Sites users to systematically evaluate those interactions, using cookies. The following data will be processed in connection with the use of Google Analytics:

- Your IP address

- The Sites you visited

- The last website you were on before visiting our Sites

- The subpages that are visited

- The length of stay on the Sites

- The frequency of visits to the Sites

The legal ground for the processing of your personal data is your consent. The purpose of the processing of your personal data is to analyze and evaluate your behavior on our Sites. This helps us to constantly improve our own Sites and its user-friendliness.

Cookie Preferences

We will obtain your opt-in consent to the use of the cookies and other tracking technologies on the Sites when you first access the Sites and if we introduce any new cookies to the Sites, unless they are necessary cookies, in which case your consent is not required. When you visit the Sites, a pop up will appear to inform you about our use of such cookies. You can then consent by clicking on "Accept", or you may decline cookies (except necessary cookies) by clicking on "Continue without consent". You may alternatively go to https://iwforum.org/#consent-change to visit our cookie preference tool and decide the categories of cookies that you wish to accept, and the cookies you wish to decline.

If you decline cookies, we will not set those cookies on your device, except necessary cookies and a cookie to remember that you don't want any cookies set when you visit the Sites.

If you have accepted cookies but later decide that you want to decline (withdraw your consent) for the future, you can do so at: https://iwforum.org/#consent-change.

8.   Other Ways to Manage Cookies

In addition to using the cookie preference tool, most browsers allow you to decline cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. As of the date of this Cookie Policy, the publishers of the most popular browsers provide up-to-date information at the following links about blocking and deleting cookies:

(ii) Cookie settings in Firefox

(iii) Cookie settings in Chrome

(iv) Cookie settings in Safari web and iOS

(i) Cookie settings in Internet Explorer or Edge

If you choose not to use the cookie preference tool, but instead control cookies through browsers, please remember to change your settings in each browser and for each of your devices.

Blocking all cookies will have a negative impact upon the usability of many websites, including ours. If you block cookies, features on our Sites may not work as intended. You can also delete cookies already stored on your computer. However, deleting cookies might have a negative impact on the usability of many websites, including ours.

9.   More About Cookies

If you would like to learn more about how advertisers use cookies or to choose not to receive them, please visit http://www.youronlinechoices.eu You can find further information on managing cookies in most browsers also here: http://www.allaboutcookies.org/ .

10.   Changes to this Cookie Policy

We reserve the right to modify this Cookie Policy from time to time. If we make any changes to this Cookie Policy, we will change the "Last Update" date above, post the updated Policy on this page and ask you to re-consent to our changed use of cookies.

11.   Contacting Us

If you have any questions in connection with this Cookie Policy, please email: privacy@iwforum.org.