

Cookie policy – LAST UPDATED 05.23.2018

These guidelines on the use of web technologies (“cookie policy”) explain how WorldTEK Events, LLC (“WTE”) operates this website and which data protection regulations apply.

What is a cookie?

A cookie is a small data file sent by our website onto your computer, tablet, Smartphone or similar device each time you use the device to visit our website. Cookies mean that the next time you visit the website our system recognizes your device. A cookie itself contains no personal data and does not collect any personal data. Cookies can store user settings and other information.

You can adjust the settings of your browser to either reject all cookies or to alert you when a cookie is sent. However, some functions or services on the site may not be available or may not run properly without cookies.

How long are cookies stored?

Cookies are stored either on your hard disk (permanent cookie) or in your computer RAM (session cookie).

Session cookies: Session cookies are generated by our website when you start your visit and contain a randomly generated individual ID number allocated to your computer. These cookies become invalid and are deleted as soon as you close your browser.

Permanent cookies: Wherever possible, we use permanent cookies whose validity does not automatically extinguish when you close the browser. These cookies are stored in your device and remain in place for as long as they are valid or are deleted. Each time you visit our website the website then identifies any cookies stored on your device.

Who exactly stores cookies on your device?

Any cookies sent by WTE, as the site operator, and stored on your device are designated “first-party cookies”. Some cookies may be placed by other parties; these are then designated “third party cookies”. First party cookies are those cookies which are associated with the host name. Third party cookies are cookies from other domains. If for example you visit our website www.example1.de and we also display contents from www.example2.de, the cookies from example1.de are first party cookies and cookies uploaded by example2.de are third party cookies.

Cookies on this website

The WTE site use cookies for various purposes relating to functionalities and web analysis.

Technologies implemented

- Session IDs
- Content management and navigation
- Third party cookies
- Flash cookies
- Analytics

Session IDs: Our website generates session ID cookies. These are necessary to run some of the interactive elements on our website. These cookies contain a randomly generated number which is allocated to your device and is used to distinguish you from other visitors to our site. Session cookies are also used to personalize/optimize the functionalities offered by our website.

Content management and navigation: The content management tool generates first party cookies. These are session cookies which we use to record settings of the website language and other functionalities.

Third party cookies: These cookies are generated by external providers (not by WTE). These cookies belong to third party provider domains and can therefore only be displayed and administered by the respective third party. Such third party providers include for example Twitter (<https://twitter.com/privacy>), AddThis (<http://www.addthis.com/privacy/privacy-policy>), Google Maps and YouTube (<https://www.google.com/intl/policies/policies/privacy/>), whose cookie policy may be inspected at the appropriate sites.

Flash cookies (Flash Local Shared Objects): “Local shared objects” are data elements stored by sites on your device which use Adobe Flash.

WTE for example uses the YouTube Flash player to provide video content. The embedded YouTube player generates and updates a flash cookie (LSO). We have no direct control over the use of the data stored in this object by YouTube. For more information please refer to YouTube’s data protection guidelines. Handling is regulated directly by the provider. You can access the storage settings for domain flash player from here.

Analytics

Google Analytics: This website uses Google Analytics, a web analysis service provided by Google Inc. (“Google”). Google Analytics uses text files, “cookies”, which are stored on your device and which enable analysis of the web pages you have used. The information generated by the cookie about your use of our site is generally transferred to a Google server located in

the USA where the data is stored. In the event of the activation of IP anonymization on this site your IP address will be transferred to the USA location and if you are located within the European member states or in other contractual states of the European Economic Area Treaty be previously abbreviated. Only in exceptional cases will the full IP address be transferred to a Google server located in the USA, where it will then be abbreviated. Working in accordance with a contract with the operator of this website, Google will use that information to evaluate your use of the website to generate a report about site activities and other usage of the site and other services associated with internet usage for delivery to the website operator. The IP address transferred by the user in connection with Google Analytics will not be added/aggregated with other data by Google. You can prevent the storage of cookies by making appropriate adjustments to the settings of your browser; we would, however, point out that if you make such changes, you will not have full access to all functions of this site. You can prevent collection of data by Google Analytics by clicking on the following link. This sets an opt-out cookie which will prevent future collection of your data when visiting this site: deactivate Google Analytics.

For more general information about Google Analytics and data protection please visit <https://support.google.com/analytics/topic/2919631>. We would point out that on this site, Google Analytics has been extended with the function code “gat_anonymizeIp();” to guarantee anonymized collection of IP addresses (a process known as IP masking).

Email marketing: This website uses marketing automation technology to collect data on visitor behavior. The data is collected for use in marketing and optimization. Some visitor data is saved using an anonymous user ID and can be used to aggregate a usage profile. Cookies may be used for this purpose. Cookies are small text files that are stored in the visitor’s local browser cache. It is possible to use these cookies to recognize a visitor’s browser.

The data collected by the marketing automation technology will not be used to determine the personal identity of a website visitor and will not be compiled with personal data relating to the person referred to by the IP address, unless the visitor opts in by completing a form, provided by the marketing automation technology, or clicking a link in an email, thereby agreeing. Once the visitor opts in by providing their name, email address or other information, the IP address and the history associated with it is matched with the new information to create their profile. This information is used only by us to provide specific marketing information to the visitor. We do not share this information with anyone but the marketing automation tool, where the information is stored. The collection and storage of data may be revoked at any time with respect to future services by blocking the marketing automation tool’s cookies in your browser settings.

Cookie management on your device

You can decide yourself if you wish to allow storage of cookies on your device. If you wish to prevent the use of cookies now or in the future, you can adjust the settings on your browser at

any time. Please bear in mind that not allowing cookies may mean you cannot use all areas of our website.

More information about how you can manage and/or delete cookies is available under http://meine-cookies.org/cookies_verwalten/index.html or <http://www.verbraucher-sicher-online.de/thema/cookies>

Changes and customer requests

WTE is continuously checking its websites for currently used cookies and will announce changes on each affected website. If you have questions about cookies and their use by WTE please contact us, using meetings@worldtekevents.com. Please provide us with your contact information, the name of the relevant WTE website or Services and a detailed description of your request.

Cookies and categories

WTE uses a number of different cookies which can be allocated to the following categories: “functional”, “statistics” and “advertising”.

Functional cookies: Functional cookies store your settings and are necessary for best functioning of services and third party services integrated on this site. By blocking or deleting cookies, parts of the site or third party provider services will not be available.

<u>Name</u>	<u>Validity</u>	<u>Purpose</u>
CFID	Session	User recognition
CFTOKEN	Session	User recognition
A2J	Session	Website functionality
awcssessionid	Session	Website functionality
f5_cspm	Session	Website functionality
PREF	2 years	Settings
VISITOR_INFO1_LIVE	8 months	User recognition
YSC	Session	Settings
VEAPP	Session	Website functionality
awUILanguage	1 year	Localization
guest_id	2 years	Setting
LASTLANGUAGE	30 years	Localization
bt2	9 months	Content Sharing
di	2 years	Content Sharing
Dt	1 month	Content Sharing
loc	2 years	Content Sharing
uid	2 years	Content Sharing

uit	1 day	Content Sharing
uvc	2 years	Content Sharing

Statistic cookies: Statistic cookies are used to gain a better understanding of user behavior and to improve user experience when using WTE content. Blocking and deleting such cookies will mean your data can no longer be used to improve your website experience.

<u>Name</u>	<u>Validity</u>	<u>Purpose</u>
__utma	2 years	Analysis
__utmb	30 minutes	Analysis
__utmc	Session	Analysis
__utmz	6 months	Analysis
ist	Session	Not specified

Advertising cookies: Advertising cookies are placed in order to optimize ad pages seen when you visit our website.