



Cookie Policy

This Cookie Notice supplements CTA'S CES and CTA EVENTS PRIVACY POLICY and should be read in conjunction with those policies.

This policy replaces the archived version for only web and app cookies collected in connection with CES Events.

Last Modified: Sept. 10, 2021 ([View Archived Versions](#))

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1. Introduction

As the organization responsible for operating the cta.tech website, ces.tech website and CES mobile app, the Consumer Technology Association (CTA)® wants to ensure that your visit to our website is smooth, reliable and as useful to you as possible. To help us do this, we may use cookies and similar technologies (such as pixel tags, web beacons, clear GIFs, JavaScript, and local storage). We will refer to these applications collectively as "Cookies" for the rest of this Notice. The purpose of this Cookie Notice is to inform you of the types of cookies that we use and why we apply them.

In some cases, we may use Cookies to collect information that is personally identifiable, or that can become personally identifiable if we combine it with other information. In such cases, the CES.TECH or CTA.TECH Privacy Policy will apply in addition to this Cookie Notice.

2. 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 read by the originating website on each subsequent visit, or 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.

These are the different types of Cookies we and our service providers may use on our Sites:

- **Essential Cookies.** These Cookies are required for the operation of our Sites (for example, to enable you to log into secure areas of our web site or use a shopping cart). These Cookies enable you to move around the Sites and use their features. Disabling these Cookies will encumber the Sites' performance and may make the features and service unavailable.
- **Analytics and Customization Cookies.** These Cookies allow us to analyze activities on our Sites and on other sites where we post content in order to improve and optimize the way our Sites work. For example, we may use these types of Cookies to ensure that visitors can easily find the information they are looking for on our web sites. One way we do this is to recognize and count the number of visitors and see how they move around our web site when they are using it. Analytics cookies also help us measure the performance of our advertising campaigns in order to help us improve our advertising campaigns and to optimize our Sites' content for those who engage with our advertising.
- **Functionality Cookies.** These Cookies are used to recognize you when you return to our Sites. This enables us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- **Advertising Cookies.** These Cookies record your online activities, including your visits to our Sites, the pages you have visited, and the links and advertisements you have clicked. One purpose of this is to help make the content displayed on our Sites more relevant to you. Another purpose is to allow us and our service providers to deliver advertisements or other communications to you that are designed to be more relevant to your apparent interests. When we and our service providers do so, this also involves partners such as publishers, data management platforms, and demand side platforms that help to manage the data. For example, if you look at one page on one of our Sites, we may cause an advertisement to be delivered to you, on our Sites or on other sites, for products referenced on that page or for similar products and services. We and our service providers and partners may also append other data to information collected by these Cookies, including information obtained from third parties, and share this information with third parties for the purpose of delivering ads to you.

3. For what Purposes Do We Collect Information from Cookies?

We and our service providers may use Cookies for a variety of purposes, including to:

- Help us and third parties obtain information about your visits to the Sites;
- Process your orders;
- Analyze your visiting patterns to improve our Sites;
- Deliver advertising, communications, and content from us and third parties, on our Sites and those of third parties, specific to your interests;
- Remember your language and other preferences;
- Help you obtain information you are looking for;
- Provide a safe and secure service for online transactions;
- Measure how many people use our Sites, and how they use them, to keep our Sites running efficiently and to better understand our Sites' audiences.

If you register on our website, or otherwise provide us with your personal information, we may associate that information with Cookie-generated data and other information we collect from or about you or that you provide, information regarding your use of our website, or information we receive from or about you from third parties. We will use this combined data for marketing and analytics purposes.

Cookies may also be used to allow us and third parties to know when you visit our website, and to understand how you interact with e-mails, advertisements, or other content. Through Cookies, aggregate and other information such as your operating system, browser version, and the URL you came from may be obtained and used to enhance your experience and understand traffic patterns. This technology counts the number of users who visit a particular service from specific banner advertisements outside the ces.tech website or who clicked on links or graphics included in e-mail newsletters received from CTA in relation to CES Events. It may also be used as a tool to compile aggregated statistics about how this website is used, perform analytics and help us optimize our website, and help serve you advertising based on your interests, as described in Section 6 below.

4. Who Puts the Cookies on My Device?

Cookies may be placed on your device by CTA as the website operator. These Cookies are called "first party" Cookies. Some Cookies may be placed on your device by a party other than CTA. These Cookies are called "third party" Cookies. For example, a CTA partner may place a third party Cookie to enable online chat services.

5. How Long do Cookies Stay on My Device?

Some Cookies operate from the time you visit a CTA site to the end of that particular web browsing session. These Cookies expire and are automatically deleted when you close your Internet browser. These Cookies are called "session" Cookies.

Some Cookies will stay on your device between browsing sessions—they do not expire when you close your browser. These Cookies are called "persistent" Cookies. The length of time a persistent Cookie stays on your device varies from Cookie to Cookie. We and others use persistent Cookies for a variety of purposes, such as to store your preferences so that they are available for the next visit, and to keep a more accurate account of how often you visit our Sites, how often you return, how your use of the Sites may vary over time, and the effectiveness of advertising efforts.

6. Third-Party Cookies Used on Our Website

Our website relies on applications involving the use of Cookies that are provided by third-party service providers and partners. A description of the third-party Cookies used on this website is provided below. Please refer to each provider's own website for further information about how their cookies work and their privacy and cookie policies.

ADVERTISING

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 or other advertising platforms including The Trade Desk, AppNexus, Amazon DSP, and Google DV 360. These services serve an anonymous, unique identifier which is used to track how successful our advertising is and to understand the content with which you have engaged on our website(s) so they may subsequently deliver some targeted advertisements to you.

AFFILIATE MANAGEMENT

Visitors to our website may click on a link containing tracking information that allows our partners, such as Airbnb, to ensure that referrals are properly attributed to CTA and we may receive compensation for these referrals.

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 is 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.

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 website (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. 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 by CTA in accordance with the CTA or CES Events Privacy Policy and by the social network in accordance with its own privacy policy.

MULTIMEDIA CONTENT

Brightcove and YouTube are used to deliver video content on our website. We may also use Libsyn to allow our podcast player to display and function on the site. Their Cookies gauge the bandwidth of your internet connection so they can optimize the video display and also identify unique users so 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 which visitors have come to the site, and the pages they visited.

7. What If I Don't Want to Accept Cookies?

You have the option to 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 of these Cookies, the functionality of our website may be limited or impaired.

With respect to Cvent, the vendor will collect cookies for analytics and personalized content in accordance with its [privacy policy](#). Disabling the use of these Cookies may impact your ability to register for CES Unveiled events.

The following web sites provide information on how to adjust the Cookies settings on some popular browsers:

- [Apple Safari*](#)
- [Google Chrome*](#)
- [Microsoft Internet Explorer*](#)
- [Mozilla Firefox*](#)

You can also use a browser plug-in such as [Ghostery*](#) from Cliqz International GmbH. (A browser plug-in is a piece of software which adds extra capabilities to your browser—for example, to play video or scan for viruses.).

To find out more about interest-based advertising and your choices, visit these sites: [Digital Advertising Alliance](#), the [Network Advertising Initiative](#), and the [Interactive Advertising Bureau \(IAB\) Europe](#).

You can opt out of the use of Cookies to tailor content or advertising to you by visiting the [following links](#).

following links.

- http://www.networkadvertising.org/managing/opt_out.asp
- <http://www.aboutads.info/choices>

If you choose to opt out, you won't necessarily see fewer ads. However, the ads you see may be less relevant to your interests.

Please note that some browsers have incorporated Do Not Track ("DNT") preferences. Most of these features, when turned on, send signals to the website you are visiting indicating that you do not wish to have information about your online searching and browsing activities collected or processed. We do not honor DNT signals from this website at this time.

Other Policies

Privacy Policy



Terms of Use



Code of Conduct



The Consumer Technology Association (CTA)® is the leading membership organization for companies in the technology industry. CTA is also the brand behind CES®, the world's most powerful tech event.

1919 S. Eads Street, Arlington, VA 22202
703-907-7600

CTA

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