



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: August 7, 2026 ([View Archived Versions](#))

This "Cookie Notice" supplements the CTA [Privacy Policy](#) and should be read in conjunction with that policy.

1. Introduction

As the organization responsible for operating the cta.tech website, ces.tech website and CES mobile app (together, our "Sites"), the Consumer Technology Association (CTA)® ("CTA", "we", "us", "our") wants to ensure that your visit to our Sites 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 refer to these technologies collectively as "Cookies" throughout this Notice. The purpose of this Cookie Notice is to inform you of the types of Cookies we use and why we use them.

2. What Are Cookies?

Cookies are tracking technologies, which may include files containing small amounts of information that are downloaded to the device you use when you visit a website and are then read by the originating website on each subsequent visit, or by another website that recognizes that Cookie. Cookies perform a variety of useful jobs, such as remembering your preferences and helping to improve your online experience.

We use the following categories of Cookies on our Sites:

STRICTLY NECESSARY COOKIES

These Cookies are required for the operation, security and core

functionality of our Sites. They enable essential functions such as maintaining user sessions, preventing fraudulent activity, remembering your Cookie preferences and ensuring that the Sites function properly. Because these Cookies are necessary for the operation of the Sites, they cannot be disabled through our Cookie preference tools.

PERFORMANCE COOKIES

These Cookies help us understand how visitors use our Sites and how our Sites perform. They collect information about website usage, such as pages visited, traffic patterns and interactions with Site content. We use this information to improve the functionality, usability and performance of our Sites and services.

TARGETING COOKIES

These Cookies are used by us and our advertising, marketing and social media partners to understand Site visitor interests, measure the effectiveness of marketing campaigns and deliver more relevant advertising and content. These Cookies may collect information about your interactions with our Sites and other websites over time.

Further information regarding the specific Cookies that may be associated with your browser when using our Sites is available through our Cookie preference center, which you can access by clicking on the Cookie Badge at the bottom of the site.

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 and measure 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, including Cookie choices;
- Help you obtain information you are looking for;
- Provide a safe and secure online experience; and
- Measure how many people use our Sites and how they use them so that we can improve functionality, content and user experience.

If you register on our Sites 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 Site, or information we receive from or about you from third parties. We may use this information in accordance with our Privacy Policy and applicable law.

Cookies may also be used to allow us and third parties to understand how visitors interact with our Sites, emails, advertisements and other content. Through Cookies, aggregate and other information such as operating system, browser version and referring URLs may be obtained and used to improve your experience, understand traffic patterns, perform analytics and measure the effectiveness of our communications and marketing activities.

4. Who Puts the Cookies on My Device?

Cookies may be placed on your device by CTA as the Site operator. These Cookies are called first-party Cookies.

Some Cookies may also be placed on your device by a party other than CTA, including third parties that provide services on our behalf. These Cookies are called third-party Cookies. Third-party Cookies may be used to support website operation, security, analytics, advertising, marketing and social media functionality. Depending on the category of Cookies you choose to accept, these providers may collect information regarding your interactions with our Sites and related content.

5. How Long do Cookies Stay on My Device?

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

Some Cookies remain on your device between browsing sessions and do not expire when you close your browser. These Cookies are called persistent Cookies. We and others use persistent Cookies for a variety of purposes, such as storing your preferences and obtaining a more accurate understanding of how visitors use our Sites over time.

Information regarding specific Cookies, including retention periods and providers, is available through our Cookie preference center, which you can access by clicking on the Cookie Badge at the bottom of the site.

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

You can manage or change your browser-based Cookie preferences at any time through the Cookie preference center available on our Sites. [In particular, you can choose whether to allow Performance, Targeting or Functionality Cookies [unless we are otherwise permitted to place such Cookies on your device in accordance with applicable law].] You may need to refresh your

page for your settings to take effect.

You also 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 certain Cookies, the functionality of our Sites 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 websites provide information on how to adjust Cookie settings in some popular browsers:

- [Apple Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)

For information relating to other browsers, you can visit the relevant developer's website.

You can also use a browser plug-in such as [Ghostery](#) to identify and manage browser Cookies (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.).

If you wish to opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

You can also use browser tools and industry preference mechanisms to manage certain advertising-related Cookies.

We are not responsible for the effectiveness of third party programs or tools.

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 currently respond to DNT signals.

7. Changes to This Cookie Notice

We may update this Cookie Notice from time to time to reflect changes in applicable laws, technologies, industry practices, or our use of Cookies.

When we make changes, we will update the "Last Modified" date at the top of this Cookie Notice and post the updated version on our Sites. Any changes will become effective when posted unless otherwise indicated.

We encourage you to review this Cookie Notice periodically to stay informed about our use of Cookies.

8. Contact Us

If you have any questions regarding this Cookie Notice or our use of Cookies, please contact us using the contact information provided in the CTA [Privacy Policy](#).

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.

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