Cookie Policy
Updated November 2020

This cookie policy should be read in conjunction with our **Privacy Policy.** When you visit our website, NYO may store a 'cookie' on your computer. A cookie helps you get the best out of the website and helps us provide you with a more customized service.

What is a cookie?

A cookie is a small file of letters and numbers sent to your computer when you visit a web site. It's stored in your web browser. Whenever you visit the same website again, the information stored in the cookie can be retrieved to notify the web site (and only that web site) of your previous activity. A cookie cannot give us access to your computer or to information beyond what you provide us.

The table below shows the types of cookies used by many websites:

Cookie Purpose	Description
Essential cookies	A site may use a limited number of cookies essential to particular services a user has requested or for security purposes. For example, a site may use a cookie for a shopping cart function when a user makes a purchase. In particular, if a user has registered to a site or uses a customer portal. A cookie will be used to authenticate the device that a user is using.
Performance cookies	Performance cookies are set to collect and report on aggregate non-identifiable information, which can then be used to report on the performance of the website and provide insights on how the site is currently used and how it can be improved for your audience.
Functional cookies	Functional cookies support how a website functions. For example, by identifying a user's device on a unique but anonymous basis, a website can identify the user's language preferences.
Third party cookies - advertising and social media	Third party cookies are placed on a user's device. These are cookies from an alternative domain to the one the user is visiting. Third party cookies are often allowed by a web browser, however, they may be blocked, as they are widely used by advertisers to track browsing history.

What cookies does NYO use?

Cookie	Description
Essential cookies: these are essential to the functionality of the website. The essential cookies in use are:	
_uoeCookiePrefs	True or false cookie retention preferences. The cookie preferences are stored to retain visitor choices in the main cookie banner. This means that the main cookie banner can be minimised on future visits, and so that analytics and advertising cookies are not set for visitors who opt out of this tracking.
JSESSIONID	A random unique number or string of letters and numbers. A session cookie is required to follow your progress through the website. It is essential to ensure that any information you enter

	or routes you take are remembered by the website. Without this cookie, every page you visited would treat you as a completely new visitor. This cookie does not identify you personally and is not linked to any other information we store about you.
Google reCAPTCHA	These are essential cookies, used by the Google reCAPTCHA service used in our forms to stop submissions from spammers. Because these cookies are strictly necessary to deliver our website to you, you cannot refuse them. Please see the [Google Privacy Policy](#) for further information.
Performance and functionality cookies: these cookies are used to enhance the performance and functionality of our website but are non-essential to its use. However, without these cookies, certain functionality may become unavailable.	
ServerID Sets	A number identifying a web server. Used to manage users' sessions and balance website load to ensure that website performance is optimal.
YouTube SID, LOGIN_INFO, use_hotbox, PREF, SSID, HSID, watched_video_id_list, __utma, __utmz, demographics, VISITOR_INFO1_LIVE	Various unique identifiers, as well as login information that may relate to a Google account. Google set a number of cookies on any page that includes a YouTube video. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of YouTube users, including information that links your visits to our website with your Google account if you are signed in to one. Information about your use of our website, including your IP address, may be transmitted to Google and stored on servers in the United States. This cookie does not identify you personally unless you are logged into Google, in which case it is linked to your Google account. To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below: https://tools.google.com/dlpage/gaoptout To find out more, visit the [Google Privacy Policy](#)
Analytics and customization cookies: these cookies collect information that is used either in aggregate form to help us understand how our website is being used or how effective are marketing campaigns are, or to help us customise our website for you. We may use these cookies to assess the performance of our website, including as part of our analytic practices to improve content offered through the website. We also use this information to tell us if you have visited the site before or if you are a new visitor and to help us identify the features in which you may have the greatest interest.	
Google Analytics _ga, _gat	A random unique number or string of letters and numbers to identify your browser, the times and dates that you interacted with the website recently and the marketing materials or referring pages that led you to the website. Google Analytics is a web analytics service provided by Google, to help us see how our website is used. In doing so, information about your use of our website may be transmitted to Google and stored on servers in the United States. IP addresses, which can be used to identify an individual user, are anonymized by Google Analytics.

utmmedium, utmTrackllD, utmcampaign	UTM tags help advertisers monitor the performance of their listings/adverts on the internet. When enabled, these cookies are used to tell Google Analytics for the destination website which marketing effort the visitor has come from. Data is used in the aggregate. To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below: https://tools.google.com/dlpage/gaoptout To find out more, visit the Google Privacy Policy
Advertising cookies: these cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests. We may use these to deliver content, including advertisements relevant to your interests on our website or on third-party sites based on how you interact with our advertisements or content, as well as to track the content you access.	
Google Advertising _ga, _gat	A random unique number or string of letters and numbers to identify your browser, the times and dates that you interacted with the website recently and the marketing materials or referring pages that led you to the website. To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below: Google Advertising: https://support.google.com/ads/answer/2662922?hl=en To find out more, visit the Google Privacy Policy
Social networking cookies: these cookies are used to enable you to share pages and content that you find interesting on our Site through third party social networking and other websites. These cookies may also be used for advertising purposes too.	
Remarketing Pixels: Facebook, Google, Instagram and Twitter	We sometimes use tracking pixels to assist with our marketing and delivery of online advertising. By better understanding what our audiences are interested in, we can more efficiently promote NYO. For example, if you have looked at certain pages on our website we might want to give information about a particular aspect of our work to you. The technology to do this is made possible by cookies and as such we may place a 'remarketing cookie' during your visit. You can opt out of these cookies at any time. To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below: Facebook and Instagram Google Twitter

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our website or opened an e-mail that we have sent them. This allows us, for example, to count visitors, to monitor how users navigate our website, to count how many emails that were sent were actually opened or to count how many particular articles or links were actually viewed. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

HTML5

We use HTML5 in some of our applications, including in our mobile website. HTML5 has browser web storage that does not rely on traditional browser cookies. HTML5 cookies are not stored in a browser "cookies" file and can be used to track users across websites. To our knowledge there is currently no known way for a user of a mobile device to remove HTML5 tracking and storage.

Embedded Scripts

An embedded script is programming code that is designed to collect information about your interactions with our website such as the links you click on. The code is temporarily downloaded onto your device used to access our site from our web server or a third-party service provider, is active only while you are connected to the website, and is deactivated or deleted thereafter.

E-tags/cache browsers/web logs

Like most standard website servers, we log IP addresses (a unique number assigned to every computer on the internet) and device identification in order to improve security, analyze trends and administer the website. We may track your movement within the website, the pages from which you were referred, access times and browser types. This information may include the browser you are using, the internet address from which you linked to our website, the operating system of your computer, the unique IP address of the computer of device identification from the mobile device that you used to access our website and usage and browsing habits. We use this information in to gauge the effectiveness, usage, and popularity of our website, track information for statistical purposes, help diagnose and troubleshoot server malfunctions, analyze trends, track user movement in the aggregate, and gather broad demographic information. We may also use individual information we collect through web logs to send you targeted offers and other communications.

Do you serve targeted advertising?

We may use Tracking Technologies to collect information about your use of the website and other third-party websites in order to serve more targeted advertising to you. To serve our ads, we use a variety of third-party advertising service providers, including networks, data exchanges, ad servers, analytics providers and others. These third parties may use Tracking Technologies to send directly to the device used to access our website the advertisements and links that appear on the website. They automatically receive your device identifier when this happens. Their tools may also limit the number of times you see the same advertisement and help measure the effectiveness of our advertising campaigns.

These third parties may also use information gathered from your use of our website to serve targeted, interest-based advertisements to you on third party websites and applications. Third parties may serve cookies or Tracking Technologies on your computer or mobile device to serve advertising through our website. These companies may use

information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

How can I control cookies?
You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. Please note that as this opt-out is cookie based it will only affect the specific browser or device on which the opt out is applied.

Some of the advertising service providers may be members of the Network Advertising Initiative, which offers a single location to opt-out of ad targeting from member companies. If you opt out of receiving targeted ads in this manner, you will continue to receive advertising messages, but they will not be customized to you based on your use of our website and third-party sites.

If you would like more information about advertisers' use of tracking technologies and about your option not to accept them, you can go to networkadvertising.org. To learn more about how interest-based information is collected, whether the companies we use are part of an industry network regarding behavioural advertising, or to know your choices about not having information used in this manner, you can go to aboutads.info. Some newer mobile device operating systems allow you to limit the use of information to deliver interest-based advertising in mobile applications. You can check the settings on your mobile device for such options in your mobile devices' operating system. Alternatively, you may wish to download the TrustE mobile application and/or the Digital Alliance "App Choices" mobile application and follow the instructions provided.

Browser "Do Not Track" Signals
Some third-party browsers provide "do not track" machine readable signals for websites, which are automatically applied by default and therefore do not necessarily reflect our users' choice as to whether they wish to receive advertisements tailored to their interests. As a result, we do not respond to these signals

How often will you update this Cookie Notice?
We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Notice indicates when it was last updated.