**Emory Cookie Policy**

**Effective Date**:

This Cookie Policy describes the cookies that Emory University (“Emory”, “we” or “us”) uses when you visit Emory’s main website (www.emory.edu) and other websites that we own or control and link or refer to this Cookie Policy (together, the “**Sites**”).

**What is a Cookie?**

A “**Cookie**” is a text file that is placed on your hard disk by a web server. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the Cookie to you. They cannot be used to run programs or deliver viruses to your computer.

Cookies typically fall into the following categories:

* A **Third-party Cookie** is a Cookie that is placed by a domain other than that of the website the user is visiting.
* A **Session Cookie** is temporary, linking the actions of a user during the any given browser session. When the browser is closed, the cookie is deleted.
* A **Permanent Cookie**, also known as a persistent Cookie, is stored for a specific period of time and activates each time the user visits the website that created the Cookie.

A “**Web Beacon**” (also called a “pixel tag” or “clear GIF”) is a piece of computer code that enables us to monitor user activity and website traffic.

To learn more about Cookies, web beacons, and other data collection technology, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

**How Do We Use Cookies and other Data Collection Technology?**

Emory and authorized third-party service providers use Cookies, Web Beacons and other similar technology (together, “**Data Collection Technology**”) on our Sites to help us improve your online experience. Emory uses data gathered about website activity (e.g., demographic data, browser type, IP address, pages visited, the day and time of visit) to recognize past users, better understand the interests of users and website visitors, and to improve the website to enhance the visitor experience. We also use Data Collection Technology to target users for certain types of content, or to match up with email subscriber lists and/or to provide a better user experience.

The Cookies used on our Sites may include, but are not limited to, the following:

|  |  |  |
| --- | --- | --- |
| **Description** | **Cookie Name** | **Category** |
| Enables Emory to direct traffic to the appropriate Emory web server to optimize Site response time | BigipServer# | Session |
| Tracks anonymously user visits to the site in order to help improve the site design | \_utm | Web beacon |
| Enables Emory to send out notifications to web sites in the event of an emergency | CFROUTEID | Session |
| Benchmarking service that provides Emory with comparison information data on the use of the web site | Mc | Persistent |
| Enables the use of Emory’s event calendar, Trumba | T\_b | Persistent (5 days) |
| Enables Emory to dynamically pull data from our news service | spudProperties\_Emory-edu-Homepage | Persistent |

Please note that Emory uses an automated service (i.e., a “cookiebot”) to collect cookie data, so the Cookies that we use will change from time to time.

Emory will treat any Personal Information collected through our use of Data Collection Technology in accordance with our Privacy Statement [NEED LINK].

**Interest-Based Advertisements**

Some of our Sites engage in online interest-based advertising to enhance your experience and show you advertisements that might interest you. Like many organizations, we and our advertising partners display tailored interest-based advertising using information you make available to us when you interact with our Sites. Interest-based ads, also sometimes referred to as personalized or targeted ads, are displayed to you based on information from activities such as searching on our Sites or visiting websites that contain our content or ads. We do this using a variety of digital marketing networks and ad exchanges, and we use a range of advertising technologies

To learn more about interest-based ads or to opt-out of receiving third-party interest based ads, please visit <http://optout.aboutads.info> or [www.youronlinechoices.eu](http://www.youronlinechoices.eu). Please note that if you opt out of interest-based advertising, you will still see advertisements – they will just not be tailored to your interests.

**Managing Cookies**

Cookies can be managed through browser settings. Should you choose to decline or block cookies by adjusting your browser settings, some or all of our Sites may not be functional or accessible to you.