

COOKIE STATEMENT DTN

Effective April 1, 2020

1. What are cookies and what are they used for

This Cookie Statement is part of our External Privacy Statement. For more information about us, how we use and protect your information and how to exercise your rights, please see our [External Privacy Statement](#).

In order to provide you with a more personalized and responsive service we need to remember and store information about how you use this or one of our other websites. This is done using small text files called cookies. Cookies contain small amounts of information and are downloaded to your computer or other device by websites that you visit.

Cookies are stored by your browser software that identify your device to the cookie owner's server. Cookies help us to provide you with a better site or make our sites work more efficiently, by enabling us to monitor which pages you find useful and which you do not, and by gathering and remembering information about your preferences. It also helps us to provide other services such as targeted advertisements.

2. How cookies are used and for what purpose

The majority of the cookies used on the website are used to:

- obtain statistical information about your general internet usage and learn how you and others use the website, and to improve the website and deliver a better service to you;
- remember your session so that you can move from one page to another within the website;
- store your preferences; and
- customise elements of layout and/or content of the website for your preference and ease of use.

Cookies are either referred to as session or persistent, depending on how long they are used:

- Session cookies only last for your online session and disappear from your computer or device when you close your browser.
- Persistent cookies stay on your computer or device after the browser is closed for a set period of time which is specified by the cookie.

The legal basis for the use of cookies is described in our [External Privacy Statement](#).

We use the following types of cookies on the website (please note that the exact cookies used on the website may also depend on services provided):

a) Strictly necessary cookies

These cookies are essential for the running of the website. These cookies do not gather information about you that could be used for marketing or analytics (see below). We do not need your consent for these cookies.

b) Functional cookies

These cookies allow our website to store choices you have made about how you would like it to function. Examples would be remembering if you have acknowledged the cookie policy notice. These cookies are not used to target you with online advertisements. While these cookies can be disabled, this may result in less functionality during your use of the site.

c) Performance cookies

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often. They may also show us which web page visitors clicked through from in order to visit our website.

d) Analytics cookies

These cookies are used to collect information about how visitors access and use our site. This is used to monitor performance, for reporting, and for providing data that will influence the improvements made to the site. The cookies collect information in an anonymous form, including the number of people visiting the site, how many pages they looked at, what pages they visited and how long they stayed.

e) Marketing cookies (also known as Targeting/Advertising cookies)

These cookies are used to deliver advertisements that are more relevant to you and your interests. They may also be used to limit the number of times you see an advertisement, as well as to help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this non-identifiable information may be shared with other organizations, such as advertisers. This means that after you have been to our sites, you may see some advertisements about our services elsewhere on the Internet.

f) Third party cookies

These are cookies that fall into one of the above categories, but are placed on your browsing device by a third party. We allow third parties with which we have a separate agreement to use cookies and other technologies to collect information about your use of the site, including, for example, when you view or interact with one of their advertisements on the sites or to collect information about your interests when you view or interact with one of their advertisements. We do not share with these third parties any information that would readily identify you (such as email address); however, such parties have limited access to a small amount of information about your device, which is necessary to serve you advertisements on our sites and on other sites across the Internet that are tailored to your apparent interests.

For the cookies that these parties place for marketing and advertising purposes, we would like to refer to the statements on the websites of these parties. Because the statements can change regularly, we recommend that you consult these privacy and cookie statements regularly.

g) Social advertising cookies and social media plugins

We have implemented Social Plugins from Social networks like Facebook, Twitter and Google+ (“**Plugins**”) so that you can share anything of interest to you with your friends and connections.

For further details on Cookies used, including details such as provider, source, retention or expiry, please be referred to [Table 1](#) of this Cookie statement.

3. Controlling, turning off and deleting cookies

By using this website, you agree that we can place cookies on your computer or device as explained above. If you do not accept the use of these cookies please disable them following the instructions in this Cookie Policy, for instance by changing your Browser Settings so that cookies cannot be placed on your computer or mobile device.

Most cookies can be controlled from the settings within your browser. You can:

- See individual cookies along with their expiry date, and delete them if you choose.
- Block third party cookies (or ask not to be tracked).
- Block all cookies.
- Delete all cookies when you close your browser.

You can use the browser with which you are viewing the Sites to enable, disable or delete our (first party) cookies. To do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” settings).

If you choose to block all cookies, many websites will not work properly, and functionality may break. We do not recommend turning cookies off when using our website for this reason.

The links below will direct you to the instructions for changing the cookie settings in the most popular browsers:

Google Chrome:

<https://support.google.com/chrome/answer/95647?hl=en>

Firefox:

<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

Internet Explorer:

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari:

https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

Other web browsers

<https://www.aboutcookies.org/Default.aspx?page=2>

This is not an exhaustive list of all browsers. A simple way of removing cookies may be to go to the “Tools” option in your web browser and select “Settings”. To delete all cookies on your computer to date, select “Clear Browsing History” and to set options for future cookies, select “Cookies” and the options you wish to apply to your web browser.

If you would like to block cookies from specific third parties, this is possible via www.youronlinechoices.com.

If you have a concern about a particular cookie, please contact us via privacy@dtn.com.

For further details please be referred to Table 2 of this Cookie statement.

4. Links and Third Party Websites

The website may contain links to other websites. Please be aware that we are not responsible for the privacy practices or the content of such other websites. We encourage our users to read the privacy statements of each and every website they visit. This Cookie Statement applies solely to information collected by us through the Sites and does not apply to these third-party websites. The ability to access information of third parties from the Services, or links to other websites or locations, is for your convenience and does not signify our endorsement of such third parties, their products, their services, other websites, locations, or their content.

Also, DTN may allow select third parties to offer subscription services or fee-based products through its websites. DTN makes no guarantees in regard to the policies of these parties, so you should investigate each site’s privacy policy before providing personally identifiable information to third parties.

5. Retention

DTN will retain your information for as long as needed to provide you services or your account is active. DTN will retain and use your personal information as necessary to comply with its legal obligations, resolve disputes, and enforce its agreements. For retention or expiry details per cookie, please be referred to Table 1 of this Cookie statement.

6. Contact Information

If you have any questions or concerns regarding this Cookie Statement or would like to exercise your rights, please contact us at privacy@dtn.com.

We may modify or amend this Cookie Statement from time to time at our discretion. When we make changes to this notice, we will amend the revision date of this page, and such modified or amended Cookie Statement shall be effective as to you and your information as of that revision date. We encourage you to periodically review this Cookie Statement to be informed about how we are using cookies.

Table 1

Cookie name	Provider	Cookie purpose description	Type	Source	Data is sent to	Adequate country under GDPR	Retention or expiry
Category: Preferences							
Consent	dtn.com	Stores the user's cookie consent for the current domain	HTTP	Ajax/libs/cookieconsent2/3.0.3	United States	Yes	1 year
Lang	ads.linkedin.com	Remembers the user's selected language version of a website	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	Ireland	Yes	Session
Lang	LinkedIn.com	Set by LinkedIn when a webpage contains an embedded "Follow us" panel.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	Session
Category: Statistics							
_ga	dtn.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	2 years
_gat	dtn.com	Used by Google Analytics to throttle request rate	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	1 day
_gid	dtn.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	1 day
personalization_id	twitter.com	This cookie is set by Twitter. This cookie allows the visitor to share content from the website onto their Twitter profile.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	2 years
Category: Marketing							
_fbp	dtn.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	3 months
ads/ga-audiences	google.com	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites	Pixel	https://www.google.com/ads/ga-audiences?v=1aip=1t= sr_r=4tid= UA-106757344-2cid=1697706391.1585845937jid=806456575_v=j81z=917284429slf_rd=1random=3286029541	United States	Yes	Session
bcookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	HTTP	https://www.google.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	2 years

Cookie name	Provider	Cookie purpose description	Type	Source	Data is sent to	Adequate country under GDPR	Retention or expiry
bscookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	HTTP	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	2 years
ELOQUA	dtn.com	Registers a unique ID that identifies the user's device upon return visits. Used for auto-populating forms and to validate if a certain contact is registered to an email group.	HTTP	https://www.dtn.com/	United States	Yes	1 year
fr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	HTTP	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	Germany	Yes	3 months
i/adsct	t.co	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through twitter advertisement content.	Pixel	https://t.co/i/adsct?p_id=Twitterp_user_id=0txn_id=nwcvgevents=%5B%5B%22pageview%22%2Cnull%5D%5Dtw_sale_amount=0tw_order_quantity=0tw_iframe_status=0viahttps://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	Session
lidc	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	HTTP	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	1 day
lissc	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	HTTP	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	1 year
tr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party providers.	Pixel	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	Germany	Yes	Session
UserMatch History	linkedin.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	HTTP	https://www.googletagmanager.com/gtm.js?id=GTM-PZ8SCWJ	United States	Yes	29 days

Table 2

<p>Google Analytics</p>	<p>Google Analytics uses cookies, which are text files placed on your computer, to help the website analyse how our users use the website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymisation, Google will truncate/anonymise the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the EEA. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. Google will use this information for the purpose of evaluating your use of the website on our behalf, compiling reports on Site activity for us and providing us with other services relating to Site activity and internet usage. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of the website. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under https://tools.google.com/dlpage/gaoptout?hl=en-GB.</p> <p>Further information concerning the terms and conditions of use and data privacy can be found at https://www.google.de/intl/en_uk/policies/. Please note that on the website, Google Analytics code is supplemented by "anonymizeIp" to ensure an anonymized collection of IP addresses (so-called IP-masking). In addition, you can prevent the collection of the data generated by the cookie by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available from the following link: https://tools.google.com/dlpage/gaoptout.</p>
<p>Eloqua</p>	<p>Eloqua employs cookies in order for its server to recognize a return visitor as a unique user. The cookies placed by Eloqua are readable only by Eloqua, and cookies cannot access, read or modify any other data on a computer. If a visitor refuses the Eloqua cookie, Eloqua does not gather any information on that visitor, but doing so will require you to re-enter certain information at each visit, or prevent us from customising the site's features according to your preferences. Cookies themselves do not contain any personal information. We do link the information we store in cookies to any personally identifiable information you submit while on our site. You can view the Eloqua privacy policy here: http://www.eloqua.com/about/privacy/</p> <p>You may opt-out of Eloqua web monitoring by following the instructions on the Eloqua Web Monitoring Opt-Out page https://www.oracle.com/marketingcloud/opt-status.html.</p> <p>Sources on our website:</p> <ul style="list-style-type: none"> • S611408362.t.eloqua.com visitor/v200 • tracker.dtn.com&elqGUID
<p>Vimeo</p>	<p>Collects data on visitor interaction with the website's video-content - This data is used to make the website's video-content more relevant towards the visitor. Vimeo's embeddable video player uses cookies that are essential for the video player experience. Vimeo cookies do not contain analytics or advertising cookies. Vimeo cookies are persistent cookies.</p> <p>Sources on our website:</p> <ul style="list-style-type: none"> • extend.vimeocdn.com • player.vimeo.com
<p>Adroll</p>	<p>AdRoll uses automated technologies such as those described in this Cookie Statement to gather information about your activities on the Services and other websites or platforms in order to provide you advertising based upon your browsing activities and interests. If you have any questions about an advertisement or other targeted content, you should contact the content provider or AdRoll directly. We encourage you to review AdRolls' privacy policies, including information on how to opt-out of receiving targeted ads served by AdRoll, please visit the AdRoll privacy page. Users interested in learning more about online advertising and/or opting out of online ads can visit http://digitaladvertisingalliance.org/ and its websites http://aboutads.info and http://youradchoices.com.</p> <p>Sources on our website:</p> <ul style="list-style-type: none"> • d.adroll.com • s.adroll.com • window.adroll_exp_list
<p>Facebook</p>	<p>Collects information on visitor behaviour on websites. The information is used on the website, in order to optimize the relevance of advertisement. Our services use Plugins from Facebook Inc. ("Facebook"), 1601 S. California Ave, Palo Alto, CA 94304, USA. You may recognise Facebook Plugins via the Facebook logo, the "Like" button or the term "Facebook" on the website. If you use our services, your browser not only connects to our server but also to Facebook's servers. Thus, the content of the Plugin is transmitted to your browser which embeds content on the website. Hence, Facebook receives information that you used our services. If you use our services while logged into your Facebook account, Facebook may be able to link use of our services to your Facebook account. E.g. if you click the "Like" button or post a Facebook comment this information may be transmitted directly to Facebook. We are not able to directly influence the amount of data which Facebook collects via the Plugin. Further information regarding data collected by Facebook may be found via the following link: https://de-de.facebook.com/policy.php.</p>
<p>Twitter</p>	<p>We use the social network twitter ("Twitter"), operated by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 USA. You may recognise references regarding Twitter via use of the Twitter logo or the term "Twitter" on the website. If you use our services, your browser not only connects to our server but also to Twitter Inc.'s servers. Thus, content of the Plugin is transmitted to your browser which embeds</p>

content on the website. Hence, Twitter Inc. receives information that you used our service. If you use our services while logged in with your Twitter account, Twitter Inc. may be able to link use of our services to your Twitter account. If you use functions of Twitter separately, this information is transmitted directly to Twitter Inc. We are not able to directly influence the amount of data which Twitter Inc. collects via the Plugin. Further information regarding data collected by Twitter Inc. may be found via the following link: <https://twitter.com/privacy>.

Sources on our website:

- static.ads-twitter.com
- top/analytics.twitter.com