

Cookie Policy

Last updated August 09, 2018

This Cookie Policy explains how we use cookies and similar technologies to recognize you when you visit our websites. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that become personal information if we combine it with other information. IN such cases our Privacy Policy will apply in addition to this Cookie Policy.

What are cookies?

Cookies are a small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, National Association of Electrical Distributors, Inc.) are called “first-party cookies”. Cookies set by parties other than the website owner are called “third-party cookies”. Third-party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that wet these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as essential or strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below.

The specified types of first and third-party cookies served through our Websites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of their features, such as access to secure areas.

Who Serves these cookies:

- ASI – <https://advsol.com/ASI/imis20/about/legal.aspx>
- Aventri - <https://staticcdn.eventscloud.com/html/aventriCookiePolicy.html>

- Cloudflare – <https://support.cloudflare.com/hc/en-us/articles/200170156-What-does-the-Cloudflare-cfduid-cookie-do>
- Google Analytics – <https://policies.google.com/technologies/partner-sites>
- Higher Logic – <https://ww.higherlogic.com/legal/privacy>
- HotJar – <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>
- HubSpot - https://knowledge.hubspot.com/articles/kcs_article/account/hubspot-cookie-security-and-privacy
- Okta – <https://www.okta.com/cookies-policy/>
- ProvideSupport – <https://www.providesupport.com/home/prvacy-policy.html>

How to refuse: Because these cookies are strictly necessary to deliver the Websites to you, you cannot refuse them. You can block or delete them by changing your browser settings however, as described below under the heading “How can I control cookies?”

Performance and Functionality cookies

These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.

Who serves these cookies:

- Aventri - <https://staticcdn.eventscloud.com/html/aventriCookiePolicy.html>
- Google Analytics – <https://policies.google.com/technologies/partner-sites>
- Higher Logic – <https://ww.higherlogic.com/legal/privacy>
- HotJar – <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>
- HubSpot - https://knowledge.hubspot.com/articles/kcs_article/account/hubspot-cookie-security-and-privacy

How to refuse: To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?”.

Analytics and customization cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

Who serves these cookies:

- ASI – <https://advsol.com/ASI/imis20/about/legal.aspx>
- Aventri - <https://staticcdn.eventscloud.com/html/aventriCookiePolicy.html>
- Google Analytics – <https://policies.google.com/technologies/partner-sites>
- Higher Logic – <https://ww.higherlogic.com/legal/privacy>
- HotJar – <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>

- HubSpot - https://knowledge.hubspot.com/articles/kcs_article/account/hubspot-cookie-security-and-privacy

How to refuse: To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?”.

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.

Who services these cookies:

- Google DoubleClick - <https://policies.google.com/technologies/ads>

How to refuse: To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?”.

Social Networking Cookies

These cookies are used to enable you to share pages and content that you find interesting on our Websites through third party social networking and other websites. These cookies may also be used for advertising purposes too.

Who services these cookies:

Facebook - <https://www.facebook.com/policies/cookies>

How to refuse: To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?”.

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 Websites or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Websites to another, to deliver or communicate with cookies, to understand whether you have come to our Websites from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to server advertising through our Websites. 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 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 details that directly identify you unless you choose to provide these.

How can I control cookies?

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 through 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.

In addition most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

Alternatively, you can visit the relevant provider opt-out links below:

- Google Analytics Opt-out: <https://tools.google.com/dlpage/gaoptout?hl=en>
- DoubleClick Advertising Opt-out: <https://policies.google.com/technologies/managing>
- Facebook Opt-out: <https://www.facebook.com/policies/cookies>
- Higher Logic Opt-out: <https://www.higherlogic.com/legal/privacy>
- HubSpot Opt-out: <https://legal.hubspot.com/cookie-policy>
- HotJar Opt-out: <https://www.hotjar.com/legal/compliance/opt-out>
- Aventri Opt-out: <https://www.aventri.com/privacy-policy>

How often will you update this Cookie Policy?

We may update this cookie policy 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 Policy regularly to stay informed about our use of cookies and related technologies.

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

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at dataprivacy@naed.org or by mail to:

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