

## **MID-ATLANTIC NURSERY TRADE SHOW, INC.**

### **COOKIES AND SIMILAR TECHNOLOGIES POLICY**

This document was updated on May 25, 2018

The Mid-Atlantic Nursery Trade Show (MANTS) (also referred to as "we", "us", and "our") respects the online privacy of its attendees, exhibitors, sponsors, and other visitors ("you") to this [www.mants.com](http://www.mants.com) (the "Website").

This Cookies and Similar Technologies Policy (the "Policy") describes the information we collect through the use of cookies and similar technologies, how and why cookies we use them, how our third-party business partners use them, and ways you can opt out of using them. Our Privacy Policy, of which this Policy is part, is available at [www.MANTS.com](http://www.MANTS.com), and provides further information about our privacy practices.

#### **WHAT IS A COOKIE?**

A "cookie" is a small file created by a web server that can be stored on a user's device for use either during a particular ("session" cookie) or future ("persistent" cookie) browsing session. This file may include information about internet protocol (IP) addresses, browser type, internet service provider (ISP), URLs of any referring or exited webpages, operating system, and/or date and time stamps.

MANTS uses cookies to enable certain website functions, develop web browsing analytics, store and track your preferences, and enable the delivery of advertising and marketing, when applicable. For example, we track the number of "hits" or visits to our Websites, the most popular times of day and sections visited, and the range of devices and browsers most commonly used to view the Websites. MANTS does not sell any of this information to third parties.

#### **First-Party Cookies**

First-party cookies are set by the website you are visiting, and they can only be read by that site. Certain features of our Website use session, persistent, and flash cookies.

"Session" cookies are temporarily stored on your hard drive and only last until they expire at the end of your browsing session or after a set time period. "Permanent" cookies remain stored on a user's hard drive until they expire or are deleted by a user. We use permanent browser cookies on our Website.

We use local stored objects (or "flash" cookies) to collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as browser cookies. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website at:

<https://www.macromedia.com/support/documentation/en/flashplayer/help/help09.html>.

#### **Third Party Cookies**

You also may encounter third party cookies on our Website. Third Party Cookies are cookies that are stored on your web browser by a party other than MANTS and that may gather browsing activity (such as information you have entered or choices you have made) across numerous websites that you visit and across numerous browsing sessions. These cookies also help improve how MANTS's Website and services function and perform, customize your interaction with our Website, and help provide more relevant messaging and marketing communications to you. MANTS is currently using third party cookies to track

and analyze usage. If you wish to delete Third Party Cookies, you should adjust your browser settings as described in the "CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION" section of this Policy.

If you like more detailed information about first party and third-party cookies in use on or related to this Website, please contact us. You also may learn more about internet advertising practices and related consumer resources at <http://www.aboutads.info/consumers/> and <http://youronlinechoices.eu/> (if you are located in Europe).

## **HOW DOES MANTS USE COOKIES AND SIMILAR TECHNOLOGIES?**

Like most websites, as you navigate through and interact with our Website, we may passively collect information about your browsing activities using cookies and other automatic data collection technologies.

The aggregate data collected by these passive technologies typically does not target any personally identifying information (PII) or other personal data, but personal information we store about you may be linked to information stored in and obtained from cookies in order to improve our marketing, analytics, or website functionality.

### **Google Analytics and Similar Technologies**

In addition to cookies, there are other similar technologies used by MANTS on the Site. In particular, we use Google Analytics and similar technologies (the "Analytics Technologies") to collect and process statistical data about the number of people using our Websites and to better understand how they find and use our webpages. This does not include personally identifiable information, nor do we store or associate such analytics with personally identifiable information collected elsewhere. You may learn more about Google Analytics and the performance tracking cookies that it uses by visiting <https://www.google.com/policies/privacy/partners/> as well as Google's restrictions on data use by visiting the Google Privacy Policy at: <https://www.google.com/policies/privacy>. To opt-out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout> and install the opt-out browser add-on feature. For more details, visit the "Google Analytics opt-out browser add-on" page (located at <https://support.google.com/analytics/answer/181881?hl=en>). Google Analytics has certified compliance with the EU-US Privacy Shield Framework set forth by the U.S. Department of Commerce.

### **Other Third-Party Technologies**

Some third parties may use automated data collection technologies to collect information about you when you browse the internet. The information they collect about your online browsing activities over time and across different websites and other online services may be associated with your personal information and used to provide you with targeted content. We do not control third party technologies or how they may be used. If you have any questions about targeted content, you should contact the responsible party directly or consult their privacy policies.

## **CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION**

We provide you with choices regarding the personal information you provide to us and have created ways to give you control over our use of your information. Most web browsers are set by default to accept cookies. If you do not wish to receive cookies, you may set your browser to refuse all or some types of cookies, or to alert you when cookies are being sent by website tracking technologies and advertising. Note that, if the user declines the use of cookies, the user may not have access to the full benefits of the Website.

When a user registers with our Website, the Website will prompt the user to confirm whether he or she approves of the use of a cookie. You may adjust your browser settings to opt out of accepting a "persistent" cookie and to only accept "session" cookies but will need to log in each time you want to enjoy the full functionality of the Website.

Please be aware that adjusting the Cookie Settings on our Websites may not fully delete all of the cookies that have already been created. To delete them, visit your web browser settings after you have changed your Cookie Settings on our Website.

Additional information is provided below about how to disable cookies or manage the cookie settings for some of the leading web browser providers:

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

**Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

**Internet Explorer:** <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies>

**Safari:** <http://help.apple.com/safari/mac/8.0/#/sfri11471>

For more information on how to modify your browser settings to block or filter cookies, visit <http://www.aboutcookies.org/> or <http://www.cookiecentral.com/faq/>.

### **CHANGES TO THIS POLICY**

If we make any changes we make to this Policy, we will post them on this webpage. If we make material changes to how we treat our users' personal information, we will notify you by posting on our Website's home page as well or provide notification via email, if appropriate. The date this policy was last revised is identified at the top of this page.

We encourage you to review this Policy from time to time to stayed informed about how we use cookies and other similar technologies.

### **HOW TO CONTACT US**

If you have any questions or comments about this Policy, please contact us using one of the methods listed below:

MANTS  
P.O. Box 818  
Brooklandville, MD 21022  
info@mants.com  
(410) 296-6959