AVENUE WOMEN'S CENTER
COOKIE POLICY

Introduction

This Cookie Policy ("Policy") supplements our Privacy Policy and explains how Avenue Women's Center and its affiliates ("Avenue Women's Center," "we," "us," and "our") use cookies and similar technologies to recognize individuals who access our website and sub-domains ("users" or "you") when they visit our website and interact with the content and ads that are posted on this website. This Policy outlines the types of cookies and other similar technologies used on our website, why we use them, and what your rights are to control the use of them. For a comprehensive understanding of the types of information that we collect, how we use the information that we collect, and why we collect certain types of information, please read our Privacy Policy, which is incorporated herein by reference. Capitalized terms not defined in this Policy have the meanings set forth in our Privacy Policy.

What Are Cookies?

Cookies are small data files which are placed on your computer or mobile device when you visit a website or use an online service. Cookies are widely used by website owners in order to make their website work, or to work more efficiently, as well as to provide reporting information. For example, cookies enable us to identify you and remember your preferences so we can enhance your experience on our website. Cookies set by the website owner (in this case, Avenue Women's Center) 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 set these third-party cookies can recognize your computer both when it visits the website in question and 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 website 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 of Avenue Women's Center services. Third parties serve cookies through our website for advertising, analytics and other purposes. This is described in more detail below. The specific types of first- and third-party cookies served through our website and the purposes they perform are described below.

What Personal Information Do Cookies Collect?

The type of Personal Information collected through our use of cookies depends on the type of cookie utilized. Collectively, Avenue Women's Center may use cookies which collect Personal Information including, but not limited to, the following: your name, home address, email address, or telephone number, login information and preferences, information about the webpages you visit, products and services, you might have clicked on, purchases that you've made, IP address, and your geographic location.

What Types of Cookies Are Used?

We use the following cookies:

- **Strictly Necessary Cookies.** These are cookies that are required for the operation of our website.

- **Analytical/Performance Cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way the website work, for example, by ensuring that users are finding what they are looking for easily.

- **Anonymized Cookies.** These cookies ensure that anonymous data about your surfing behavior is collected every time you visit the website. This way we can see how visitors use the website and improve on that basis. We use anonymized analytical cookies for:

  - tracking the number of visitors to our web pages;
  - tracking the amount of time each visitor spends on different pages of our website;
  - keeping track of the order in which a visitor visits the different pages of our website;
  - assessing which parts of our website need updating;
  - measuring and optimizing the performance of our marketing campaigns;
  - redirecting traffic from different channels.

- **Functionality Cookies.** These are used to recognize you when you return to the website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Social Media Cookies.** These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies, you may not be able to use or see these sharing tools.

- **Targeting Cookies.** These cookies record your visit to the website, the pages you have visited and the links you have followed. We will use this information to make the website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Type of Cookie	Purpose	More information
Text Request	__cf_bm	Necessary	• The __cf_bm cookie supports Cloudflare Bot Management by managing incoming traffic that matches criteria associated with bots. The cookie does not collect any personal data, and any information collected is subject to one-way encryption.	
Emoji Settings Supports	wpEmojiSettingsSupports	Necessary	• This cookie is utilized to enable emoji support on pages using Wordpress.	
WPML Language	wp-wpml_current_language	Functional	• WordPress multilingual plugin sets this cookie to store the current language/language setting	

Cookie	Name	Type of Cookie	Purpose	More information
Google Analytics	_ga_*	Analytics	• Google Analytics sets this cookie to store and count page views.	
Google Analytics	_ga	Analytics	• Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	
Google Analytics	_gid	Analytics	• Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.	
Snapchat	_scid	Analytics	• Snapchat pixel unique ID of the user, similar to how the _ga cookie works with Google Analytics	
Snapchat	sc_at	Analytics	• Used to identify a visitor across multiple domains.	
Google AdSense	_gcl_au	Marketing	• Used by Google AdSense to understand user interaction with the website by generating analytical data.	
Facebook Pixel	_fbp	Marketing	• Facebook Pixel advertising first-party cookie. Used by Facebook to track visits across websites to deliver a series of advertisement products such as real time bidding from third party advertisers.	

Cookie	Name	Type of Cookie	Purpose	More information
Last External Referrer	lastExternalReferrer	Marketing	• Detects how the user reached the website by registering their last URL-address.	
Last External Referrer	lastExternalReferrerTime	Marketing	• Detects how the user reached the website by registering their last URL-address.	

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the website.

Except for Strictly Necessary Cookies, all cookies will expire after two years.

How to Manage Preferences and Provide or Withdraw Consent

You have the ability to manage cookie-related preferences and to provide and withdraw consent to the use of those cookies on your devices through options provided by our website, such as through the banner cookie notification we provide. You can manage preferences related to cookies from directly within your own device settings, for example, by preventing the use or storage of cookies.

It is also possible, via relevant browser or device features, to delete previously stored cookies, including those used to remember your initial consent. Other cookies in the browser's local memory may be cleared by deleting the browsing history. Additionally, you can manage many cookies used for online advertising via the consumer choice tools created under self-regulation programs in many countries, such as the US-based YourAdChoices, the Canada-based AdChoices or the EU-based Your Online Choices.

With regard to any third-party cookies, you can manage your preferences and withdraw your consent via the related opt-out link (where provided), by using the means indicated in the third-party's privacy policy, or by contacting the third party.

Consequences of Denying Consent

Users are free to decide whether or not to grant consent. However, please note that cookies help us to provide a better experience and advanced functionalities to you (in line with the purposes outlined in this document). Therefore, in the absence of your consent, we may be unable to provide related features.

The EU Privacy Directive (so called "EU Cookie Law") became effective in May 2011, concerns the processing of personal data and the protection of privacy in the electronic communications sector.

It is therefore of paramount importance that users be provided with clear and comprehensive information when engaging in any activity which could result in such storage or gaining of access. The methods of providing information and offering the right to refuse should be as user-friendly as possible. Exceptions to the obligation to provide information and offer the right to refuse should be limited to those situations where the technical storage or access is strictly necessary for the legitimate purpose of enabling the use of a specific service explicitly requested by the subscriber or user. Where it is technically possible and effective, in accordance with the relevant provisions of Directive 95/46/EC, the user's consent to processing may be expressed by using the appropriate settings of a browser or other application. The enforcement of these

requirements should be made more effective by way of enhanced powers granted to the relevant national authorities.