

Cookies Policy

1. INTRODUCTION

1.1 At Dubai World Trade Centre & its subsidiaries (hereinafter referred to as “DWTC,” “us,” “we,” and “our”), we value your privacy, and we commit to stay transparent in using your data. This Cookies Policy is designed to provide you with clear information about how and why we use Cookies on our website. When you make your first visit to our official website <https://www.dwtc.com/> , you will have the option to grant consent or decline consent for the collection and use of Cookies.

2. WHAT ARE COOKIES?

2.1 Cookies are small text files that are stored on your device (computer, tablet, smartphone, etc.) when you visit a website. They are widely used to make websites work more efficiently and to provide information to the website owners.

3. WHY DO WE USE COOKIES?

3.1 Cookies help us in:

- a. Managing and presenting the information displayed on our website.
- b. Assisting you in navigating pages.
- c. Analyse your use of our website.
- d. Ensure that advertisements that you see on our website are according to your preferences and interests.
- e. Assist us in understanding your preferences such as preferred languages as well as understanding our audience and analysing traffic patterns.

4. FIRST-PARTY COOKIES AND THIRD-PARTY COOKIES

4.1 First-Party Cookies are directly stored on your device when you visit our website. These Cookies enable us to gather analytics information, remember language preferences, and carry out other beneficial tasks that enhance your experience.

4.2 Third-Party Cookies are created by third parties like an advertiser. They are typically used for online advertising and are added by a script or tag to a website.

5. WHAT ARE THE TYPES OF COOKIES USED BY US?

5.1 **Strictly Necessary/ Essential Cookies:**

These Cookies are essential to enable you to move around the website and use its features. Without these Cookies, some of the website features may not provide the optimal results.

5.2 Performance Cookies:

Performance Cookies are generally third-party Cookies from vendors we work with or who work on our behalf that collect information about your visit and use of the DWTC website, for instance, which pages you visit the most often, and if you get error messages from web pages. These Cookies do not collect information that can be used to identify a visitor. All information collected by these Cookies is anonymous and is solely used to improve the functionality of the website. For example, we can use these Cookies to learn more about which features are the most popular with our users and which ones might need some revisions.

5.3 Targeting Cookies

Targeting Cookies are little pieces of information that we store on your system/ device. These Cookies are used to remember things about you, such as your interests, the things you have looked at on our website, or even your login information. These Cookies can be used to show you personalised content; they also help us tailor our content to your preferences and interests, making your online experience more personalised. For example, if you have been browsing for conferences or webinars on our website, targeting Cookies helps us to remember your preferences, ensuring that when you return, we can provide personalised suggestions for upcoming events that align with your interests.

5.3 Unclassified Cookies

Unclassified Cookies are Cookies that are not used in the same category as other types of Cookies such as “First Party” or Third Party.” These are usually set by websites you have previously visited, but also incorporate advertisement services or social media platforms.

6. LIST OF COOKIES

6.1 STRICTLY NECESSARY COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
_dc_gtm_U A-2007556- 16	.dwtc.com	First-party	53 seconds	This Cookies is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly.
li_gc	.linkedin.com	Third-party	6 months	Used to store guest consent to the use of Cookies for non-essential purposes.

6.2 PERFORMANCE COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
_ga_SJ1E1F YK0E	.dwtc.com	First-party	1 year 1 month	This Cookies is used by Google Analytics to persist session state.

_ga	.dwtc.com	First-party	1 year 1 month	This Cookies name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This Cookies is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session, and campaign data for the site's analytics reports.
_gid	.dwtc.com	First-party	1 day	This Cookies is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.

6.3 TARGETING COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
test_Cookies	.doubleclick.net	Third-party	15 minutes	This Cookies is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports Cookies.
personalisation_id	.twitter.com	Third-party	1 year 1 month	This Cookies carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
_gcl_au	.dwtc.com	First-party	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
_fbp	.dwtc.com	First-party	3 months	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers.
lidc	.linkedin.com	Third-party	1 day	This is a Microsoft MSN 1st party Cookies that ensures the proper functioning of this website.
guest_id	.twitter.com	Third-party	1 year 1 month	This Cookies is set by Twitter to identify and track the website visitor.
bCookies	.linkedin.com	Third-party	1 year	This is a Microsoft MSN 1st party Cookies for sharing the content of the website via social media.

IDE	.doubleclick.net	Third-party	1 year	This Cookies is set by DoubleClick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
-----	------------------	-------------	--------	--

6.4 UNCLASSIFIED COOKIES:

Cookies Key	Domain	Cookies Type	Expiration
li_sugr	.linkedin.com	Third-party	3 months
guest_id_ads	.twitter.com	Third-party	1 year 1 month
guest_id_marketing	.twitter.com	Third-party	1 year 1 month
muc_ads	.t.co	Third-party	1 year 1 month

7. HOW CAN YOU CONTROL YOUR COOKIES PREFERENCES?

7.1 You can choose to refuse or selectively accept to store certain Cookies by adjusting the preferences on the Cookies preference window and on your browser. However, if your browser refuses to store Cookies, some features of this website may not be available to you and some pages on this website may not display properly.

7.2 You can find information on popular browsers and how to adjust your Cookies preferences at the following websites: -

Mozilla Firefox: <https://support.mozilla.org/en-US/products/firefox/protect-your-privacy/Cookies>

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB&co=GENIE.Platform%3DDesktop&oco=1>

7.3 Additionally, various web browsers offer features that allow you to make informed choices about the use of your personal information online. These features enable you to configure your browser to automatically accept or refuse to store Cookies based on your privacy preferences. We attempt to provide clear information and options regarding Cookies and privacy preferences for each Cookies that this website requests your browser to store.

- 7.4 If we detect that you have enabled the Do Not Track Setting or Global Privacy Control signal in your browser, we will automatically disable Targeting Cookies.
- 7.5 If you have disabled one or more Cookies, we may still use information collected from Cookies prior to your disabled preference being set; however, we will stop using the disabled Cookies to collect any further information.

8. UPDATE AND REVIEW

- 8.1 We may update this Cookies Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. Please check this page periodically to stay informed about our use of Cookies.

9. CONTACT US

- 9.1 If you have questions, requests, or concerns regarding your privacy and rights, please contact us at Privacy@dwtc.com