

## **Cookies Policy**

### **1. INTRODUCTION**

- 1.1 Dubai World Trade Centre LLC ("We") owns and operates Integrate Middle East, an exhibition within Dubai World Trade Centre that showcases AV technology and integrated solutions for various sectors. We respect your privacy and are committed to protecting it. 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 [www.integrateme.com](http://www.integrateme.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 & Functionality 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 Analytics & Customization Cookies**

Analytics Cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. These Cookies track metrics such as the number of visitors, the pages they visit, the time spent on each page, and how they navigate through the website. The data collected enables us to analyze trends, improve website performance, and enhance the user experience. For example, by understanding which pages receive the most traffic or where users tend to drop off, we can optimize the website's design and content to better meet user needs.

#### 5.4 Targeting and Advertising 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.

#### 5.5 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 ESSENTIAL COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
__privaci_cookie_consent_generated	integrateme.com	First Party	1 year	This cookie is required to support the core functionality of the SECURITI.ai consent solution and helps maintain and honor consent preferences submitted by the user.
__privaci_cookie_consent_uid	integrateme.com	First Party	1 year	This cookie is required to support the core functionality of the SECURITI.ai consent solution and helps maintain and honor consent preferences submitted by the user.
__privaci_cookie_consent	integrateme.com	First Party	1 year	This cookie is required to support the core functionality of the SECURITI.ai consent solution and helps maintain and honor consent preferences submitted by the user.
__privaci_cookie_no_action	integrateme.com	First Party	1 day	This cookie is required to support the core functionality of the SECURITI.ai consent solution and helps maintain and honor consent preferences submitted by the user.

__privacy_lates t_published_v ersion	integrateme.co m	First Party	1 year	This cookie is required to support the core functionality of the SECURITI.ai consent solution and helps maintain and honor consent preferences submitted by the user.
timeCookie	integrateme.co m	First Party	Session	
CFTOKEN	integrateme.co m	First Party	Session	This cookie is a random-number client security token.
__cf_bm	integrateme.co m	Third Party	1 day	This cookie is used as on-end user devices that access customer sites that are protected by bot management or bot fight mode.
bcookie	integrateme.co m	Third Party	1 year	This cookie is a Browser Identifier used to uniquely identify devices accessing the site to detect abuse on the platform.
bscookie	integrateme.co m	Third Party	1 year	This cookie is used for remembering that a logged-in user is verified by two-factor authentication.

## 6.2 PERFORMANCE COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
WG_WEB	integrateme.co m	First Party	30 days	This cookie is used for web chat functionality.
CFID	integrateme.co m	First Party	Session	This cookie is a sequential client identifier.
X-AB	integrateme.co m	First Party	Session	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.
optout	integrateme.co m	Third Party	Session	This cookie records a user's Opt Out preference.
li_sugr	integrateme.co m	Third Party	Session	This cookie is used to make a probabilistic match of a user's identity outside the designated countries.
lfdc	integrateme.co m	Third Party	1 day	This cookie is used to facilitate data center selection.
X-AB	integrateme.co	Third	1 day	This cookie is used by the

	m	Party		website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.
sc_at	integrateme.com	Third Party	Session	This cookie allows us to track visits to the site and serve relevant content on website.
LAST_RESULT_ENTRY_KEY	integrateme.com	Third Party	Session	This cookie is used to store the user's video player preferences using embedded YouTube video.
TESTCOOKIESENABLED	integrateme.com	Third Party	1 day	This cookie used to save individual comfort settings you have selected and keep them for your current and future visits to the site.
VISITOR_INFO1_LIVE	integrateme.com	Third Party	120 days	This cookie is used to measure user's bandwidth to determine whether user gets the new player interface or the old.
VISITOR_PRIVACY_METADATA	integrateme.com	Third Party	120 days	This cookie is used to remember user input and associate a user's actions.
YSC	integrateme.com	Third Party	Session	This cookie is used to remember user input and associate a user's actions.
__Secure-*	integrateme.com	Third Party	120 days	This cookie is used to enhance the security of user sessions by ensuring that data is transmitted securely. It helps protect user information from unauthorized access and supports the overall security framework of the website.
remote_sid	integrateme.com	Third Party	Session	This cookie is used to allow us to embed videos.

### 6.3 ANALYTICS COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
_ga	integrateme.com	First Party	1 year	This cookie is used to distinguish users.
_ga_*	integrateme.com	First Party	1 year	This cookie is used to persist session state.
muc_ads	integrateme.com	First Party	1 year	This cookie is used to recognize visitors and hold

				their various properties.
_pk_ses*	integrateme.com	First Party	1 day	This cookie shows the visitor's active session.
IDE	integrateme.com	Third Party	1 year	This cookie is used for serving targeted advertisements that are relevant to you across the web.
NID	integrateme.com	Third Party	120 days	This cookie is used for purposes to show ads in services for signed-out users.
AnalyticsSyncHistory	integrateme.com	Third Party	Session	This cookie is used to store information about the time a sync took place with the lms_analytics cookie.

#### 6.4 TARGETING COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
_fbp	integrateme.com	First Party	90 days	This cookie identifies browsers for the purposes of providing advertising and site analytics services.
_gcl_au	integrateme.com	First Party	90 days	This cookie is used by advertisers to measure user activity and the performance of their ad campaigns.
_schn1	integrateme.com	First Party	1 day	This cookie is used to track the conversion rate between the user and the advertisement banners on the website. This serves to optimise the relevance of the advertisements on the website.
_scid	integrateme.com	First Party	1 year	This cookie is associated with Snapchat. Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement.
_scid_r	integrateme.com	First Party	1 year	This cookie sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertising.
_screload	integrateme.com	First Party	Session	This cookie may be set through by the site by its advertising partners. It may be used by those companies to build a profile of your interests and show you relevant adverts on

				other sites.
_sctr	integrateme.com	First Party	1 year	This cookie collects data on visitor interaction with the website's video content to make it more relevant to the visitor.
cto_bundle	integrateme.com	First Party	1 year	This cookie presents the user with relevant content and advertisements. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
cto_tld_test	integrateme.com	First Party	1 day	This cookie is used to identify the visitor across visits and devices, allowing the website to present relevant advertisements.
DEFAULTLOCAL	integrateme.com	First Party	Session	This cookie is an advertising tracker from Affiliate Summit, a premier online marketing conference that draws over 5,000 attendees per event.
cfid	integrateme.com	First Party	1 year	This cookie is used for marketing purposes.
cftoken	integrateme.com	First Party	1 year	This cookie is an advertising tracker from Scientific American, which publishes science and technology magazines in the United States.
criteo_write_test	integrateme.com	First Party	1 day	This cookie sets a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.
lastExternalReferrer	integrateme.com	First Party	Session	This cookie is used to determine where the visitor comes from.
lastExternalReferrerTime	integrateme.com	First Party	Session	This cookie is used for visitor evaluation to understand where the visitor comes from.
li_adslid	integrateme.com	First Party	Session	This cookie helps identify and track users for advertising purposes, enabling the site and advertising partners to offer more personalized and relevant advertising.
u_scld	integrateme.com	First Party	Session	This cookie sets a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.

u_scld_r	integrateme.com	First Party	Session	This cookie is used for marketing purposes.
u_scsid	integrateme.com	First Party	Session	This cookie sets a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.
u_scsid_r	integrateme.com	First Party	Session	This cookie is used for marketing purposes.
vuex	integrateme.com	First Party	Session	This cookie is an advertising cookie from Disciple Media, a platform that helps businesses host, engage, and monetize their community on their terms.
cto_bundle	integrateme.com	Third Party	1 year	This cookie presents the user with relevant content and advertisements. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
receive-cookie-deprecation	integrateme.com	Third Party	1 year	This cookie is an advertising tracker from Criteo, a global technology company that serves personalized online display advertisements on behalf of e-commerce companies.
uid	integrateme.com	Third Party	1 year	This cookie is used to record browsing activity to display targeted ads.
test_cookie	integrateme.com	Third Party	1 day	This cookie is used for serving targeted advertisements that are relevant across the web.
fr	integrateme.com	Third Party	90 days	This cookie is used to deliver, measure, and improve the relevancy of ads.
UserMatchHistory	integrateme.com	Third Party	Session	This cookie is used for ad ID syncing.
_schn1	integrateme.com	Third Party	1 day	This cookie is used to track the conversion rate between the user and advertisement banners on the website, optimizing the relevance of advertisements.
TapAd_3WAY_SYNC	integrateme.com	Third Party	Less than a day	This cookie is set through the site by advertising partners.
TapAd_DID	integrateme.com	Third Party	Less than a day	This cookie is used for the marketing purposes of the website.

TapAd_TS	integrateme.com	Third Party	Less than a day	This cookie is set through the site by advertising partners.
_schn2	integrateme.com	Third Party	1 day	This cookie is used to track the conversion rate between the user and advertisement banners on the website, optimizing the relevance of advertisements.
_scid	integrateme.com	Third Party	1 year	This cookie is associated with Snapchat and sets a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.
_scid_r	integrateme.com	Third Party	1 year	This cookie sets a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.

#### 6.5 UNCLASSIFIED COOKIES:

Cookies Key	Domain	Cookies Type	Expiration	Description
_gcl_ls	integrateme.com	First Party	Session	These cookies have not been classified into a specific category.

## 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](mailto:Privacy@dwtc.com).