

# COOKIE POLICY

Last updated August 17, 2022

This Cookie Policy explains how Experience Fayetteville ("**Company**", "**we**", "**us**", and "**our**") uses cookies and similar technologies to recognize you when you visit our website at <https://www.experiencefayetteville.com>, ("**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 becomes personal information if we combine it with other information.

## What are cookies?

Cookies are 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, Experience Fayetteville) 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 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 specific 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):

### **How can I control cookies?**

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. 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>.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table 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 its features, such as access to secure areas.

Name: `_GRECAPTCHA`

**Purpose:** Used to filter spam traffic and allow only legitimate visitors to use Termly's services.

**Provider:** www.google.com

**Service:** reCAPTCHA [View Service Privacy Policy](#)

**Country:** United States

**Type:** http\_cookie

**Expires in:** 5 months 27 days

**Name:** \_\_tlbcpv

**Purpose:** Used to record unique visitor views of the consent banner.

**Provider:** .termly.io

**Service:** Termly [View Service Privacy Policy](#)

**Country:** United States

**Type:** http\_cookie

**Expires in:** 1 year

### **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 (like videos) may become unavailable.

**Name:** AWSALB

**Purpose:** These cookies enable us to allocate server traffic to make the user experience as smooth as possible. A so-called load balancer is used to determine which server currently has the best availability. The information generated cannot identify you as an individual.

**Provider:** ridewithgps.com

Service: Amazon Web Services [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 7 days

Name: \_hjAbsoluteSessionInProgress

Purpose: The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.

Provider: .experiencefayetteville.com

Service: Hotjar [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 30 minutes

Name: \_\_zlcmid

Purpose: Live chat widget on Slack contact page (ZopIM)

Provider: .ridewithgps.com

Service: Zopim [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 11 months 30 days

Name: \_\_cfuid

Purpose: Used by the content network, Cloudflare, to identify trusted web traffic.

Provider: .ridewithgps.zendesk.com

Service: Cloudflare [View Service Privacy Policy](#)

Country: United States

Type: server\_cookie

Expires in: session

### **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.

Name: landing

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: pixel\_tracker

Expires in: session

Name: \_gat

Purpose: Used to monitor number of Google Analytics server requests when using Google Tag Manager

Provider: .ridewithgps.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 1 minute

Name: \_\_utmt

Purpose: Used to monitor number of Google Analytics server requests

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 10 minutes

Name: \_gid

Purpose: Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.

Provider: .ridewithgps.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 1 day

Name: \_\_utmz

Purpose: Contains information about the traffic source or campaign that directed user to the website. The cookie is set when the GA.js javascript is loaded and updated when data is sent to the Google Analytics server

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 5 months 30 days

Name: `_ga`

Purpose: It records a particular ID used to come up with data about website usage by the user. It is a HTTP cookie that expires after 2 years.

Provider: `.ridewithgps.com`

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: `http_cookie`

Expires in: 1 year 11 months 29 days

Name: `_gat#`

Purpose: Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.

Provider: `.experiencefayetteville.com`

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: `http_cookie`

Expires in: 1 minute

Name: `#collect`

Purpose: Sends data such as visitor's behavior and device to Google Analytics. It is able to keep track of the visitor across marketing channels and devices. It is a pixel tracker type cookie whose activity lasts within the browsing session.

Provider: `www.experiencefayetteville.com`

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: pixel\_tracker

Expires in: session

Name: \_ga

Purpose: It records a particular ID used to come up with data about website usage by the user. It is a HTTP cookie that expires after 2 years.

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 1 year 11 months 29 days

Name: 859222389/

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: pixel\_tracker

Expires in: session

Name: #\_\_utm.gif

Purpose: Logs the details about the visitor's computer and browser using Google Analytics Tracking Code. The cookie is a pixel tracker type and is only active during the browsing session.

Provider: www.experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: pixel\_tracker

Expires in: session

Name: \_gid

Purpose: Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 1 day

Name: \_\_utm

Purpose: Used only with old Urchin versions of Google Analytics and not with GA.js. Was used to distinguish between new sessions and visits at the end of a session.

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: session

Name: \_\_utmb

Purpose: Used to distinguish new sessions and visits. This cookie is set when the GA.js javascript library is loaded and there is no existing \_\_utmb cookie. The cookie is updated every time data is sent to the Google Analytics server.

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 30 minutes

Name: \_\_utma

Purpose: ID used to identify users and sessions

Provider: .experiencefayetteville.com

Service: Google Analytics [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 1 year 11 months 29 days

### **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.

Name: VISITOR\_INFO1\_LIVE

Purpose: YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.

Provider: .youtube.com

Service: YouTube [View Service Privacy Policy](#)

Country: United States

Type: server\_cookie

Expires in: 5 months 27 days

Name: `_fbp`

Purpose: Facebook tracking pixel used to identify visitors for personalized advertising.

Provider: .experiencefayetteville.com

Service: Facebook [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 2 months 29 days

Name: `test_cookie`

Purpose: A session cookie used to check if the user's browser supports cookies.

Provider: .doubleclick.net

Service: DoubleClick [View Service Privacy Policy](#)

Country: United States

Type: server\_cookie

Expires in: 15 minutes

Name: `_gcl_au`

Purpose: Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.

Provider: .experiencefayetteville.com

Service: AdSense [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: 2 months 29 days

Name: YSC

Purpose: YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.

Provider: .youtube.com

Service: YouTube [View Service Privacy Policy](#)

Country: United States

Type: http\_cookie

Expires in: session

Name: td

Purpose: Used to deliver targeted adverts to users based on browsing activity. It is a HTTP cookie.

Provider: www.experiencefayetteville.com

Service: UnrulyX [View Service Privacy Policy](#)

Country: United States

Type: pixel\_tracker

Expires in: session

Name: ga-audiences

**Purpose:** Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites

**Provider:** www.experiencefayetteville.com

**Service:** AdWords [View Service Privacy Policy](#)

**Country:** United States

**Type:** pixel\_tracker

**Expires in:** session

**Name:** a

**Purpose:** Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.

**Provider:** www.experiencefayetteville.com

**Service:** Cox Digital Solutions (Formerly Adify) [View Service Privacy Policy](#)

**Country:** United States

**Type:** pixel\_tracker

**Expires in:** session

**Name:** IDE

**Purpose:** Used to measure the conversion rate of ads presented to the user.  
Expires in 1.5 years.

**Provider:** .doubleclick.net

**Service:** DoubleClick [View Service Privacy Policy](#)

**Country:** United States

**Type:** http\_cookie

**Expires in:** 1 year 11 months 29 days

**Unclassified cookies:**

These are cookies that have not yet been categorized. We are in the process of classifying these cookies with the help of their providers.

Name: rl\_modals

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: server\_cookie

Expires in: 11 months 30 days

Name: sp\_t

Purpose: \_\_\_\_\_

Provider: .spotify.com

Service: \_\_\_\_\_

Country: United States

Type: server\_cookie

Expires in: 11 months 30 days

Name: \_hjSession\_38153

Purpose: \_\_\_\_\_

Provider: .experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 30 minutes

Name: \_hjIncludedInPageviewSample

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 2 minutes

Name: \_hjFirstSeen

Purpose: \_\_\_\_\_

Provider: .experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 30 minutes

Name: \_grecaptcha

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.com

Service: \_\_\_\_\_

Country: United States

Type: html\_local\_storage

Expires in: persistent

Name: \_fbc

Purpose: \_\_\_\_\_

Provider: .experiencefayetteville  
.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 2 months 29 days

Name: \_hjSessionUser\_3815  
3

Purpose: \_\_\_\_\_

Provider: .experiencefayetteville  
.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 11 months 30 days

Name: \_hjIncludedInSessionSam  
ple

Purpose: \_\_\_\_\_

Provider: www.experiencefayettevill  
e.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 2 minutes

Name: 7fc9f18e913d3c141966e24193  
854497

Purpose: \_\_\_\_\_

Provider: www.experiencefayetteville.co  
m

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: session

Name: sp\_landing

Purpose: \_\_\_\_\_

-

Provider: .spotify.co  
m

Service: \_\_\_\_\_

-

Country: United  
States

Type: server\_coo  
kie

Expires in: 1 day

Name: \_gac\_UA-10083176-1

Purpose: \_\_\_\_\_

Provider: .experiencefayetteville  
.com

Service: \_\_\_\_\_

Country: United States

Type: http\_cookie

Expires in: 2 months 29 days

Name: \_rwgps\_3\_ses  
sion

Purpose: \_\_\_\_\_

Provider: ridewithgps.co  
m

Service: \_\_\_\_\_

Country: United States

Type: server\_cookie

Expires in: session

### **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 including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website 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 use Flash cookies or Local Shared Objects?**

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the [Website Storage Settings Panel](#). You can also control Flash Cookies by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

## **Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve 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 to 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 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 [info@experiencefayetteville.com](mailto:info@experiencefayetteville.com) or by post to:

Experience Fayetteville

21 S Block Ave

Fayetteville, AR 72701

United States

Phone: 479-521-5776