



## Cookie Notice

Endeavor Business Media, LLC, its subsidiaries and affiliates (collectively “Endeavor Business Media” or “we”) uses cookies and other internet technologies in the management of our Websites, mobile applications and email programs in an effort to enrich your online experience with us.

### What are cookies and how are they used?

"Cookies" are small text files containing small amounts of information that are sent to your computer's browser and stored on your device when you visit a website. Upon your first visit to one of our Websites, a cookie will be sent to your computer that uniquely identifies your browser. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Many major web services use cookies to provide useful features for their users, such as letting you navigate between pages efficiently, remembering your preferences, and generally to improve the user experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests. Our cookies do not contain any information that is personally identifiable.

Like many websites, Endeavor Business Media uses pixel tags, also known as web beacons, clear gifs, or web bugs, which are small graphic files that allow us and third parties to monitor the use of the Websites and collect usage data. We may use pixel tags, either provided by us or by our third-party service providers and advertisers, to collect information about your visit, including the IP address of the computer that downloaded the page on which the tag appears, the pages you view, the links you click and other actions taken in connection with our Websites and use them in combination with cookies to provide offers and information of interest to you. Pixel tags help us improve our understanding of our web traffic and visitor behavior, as well as gauge the response to our promotional efforts. This usage data we collect is generally non-identifying, but if we associate it with you as a specific and identifiable person, we treat it as personal data.

Cookies can be set by the site or Service you are visiting (“first-party cookies”) or by a third party, such as analytics or advertising services (“third-party cookies”). Third parties may collect and use information as we have described in this Cookie Notice and our Privacy Notice and pursuant to their own privacy policies.

We use industry-standard, third-party advertising service companies to display marketing of our customers that is most relevant to you when you visit our Websites or open our emails. In some cases, we will use the information collected by our Service Providers to target and serve advertisements to our subscribers and Website visitors on other websites based on your usage of our Websites and Services. **You can opt-out of Endeavor processing your personal information for targeting advertising across unrelated websites (known as ‘cross-contextual behavioral advertising’) under applicable state law by: (1) submitting this [OPT-OUT FORM](#), (2) email [DPO@Endeavorb2b.com](mailto:DPO@Endeavorb2b.com), or (3) by mail to Endeavor Business Media, Attention: Data Privacy Officer, 30 Burton Hills Blvd, Suite 185, Nashville, TN 37215.**

We do not sell or share personal information with unrelated third parties for them to use in cross-contextual behavioral advertising.

### Types of cookies

Our Websites and other online Services use the following types of cookies for the purposes set out below:

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<p>Strictly necessary cookies</p>	<p>These Cookies are necessary for the Website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request</p>
<p>Statistical cookies</p>	<p>These Cookies collect information about how visitors use a Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These Cookies don't collect information that identifies a visitor. All information these Cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works, to gather broad demographic information and to monitor the level of activity on our Websites.</p> <p>We use Google Analytics for this purpose. Google Analytics uses its own cookies. You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a>. You can find out more about how Google protects your data here: <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>. You can prevent the use of Google Analytics relating to your use of our Services by downloading and installing the browser plugin available via this link: <a href="http://tools.google.com/dlpage/gaoptout?hl=en-GB">http://tools.google.com/dlpage/gaoptout?hl=en-GB</a></p>
<p>Functionality cookies</p>	<p>These cookies enable the Website to provide enhanced functionality and personalization. By recognizing you when you return to our Website, these cookies allow us to record information about your visit to our Website, such as pages visited, links followed, and videos viewed so we can personalize our content for you, remember your preferences (for example, your choice of topics, language or region), and display marketing that is more relevant to your interests using contextual information within our Website. They are also used to limit the number of times you see certain marketing content and help measure the effectiveness of the marketing campaigns. These cookies may enable visitor identification over time, but not across non-Endeavor Business Media websites. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these Cookies then some or all of these Services may not function properly.</p>
<p>First Party Advertising Cookies</p>	<p>These cookies are used by Endeavor Business Media and our Service Providers to deliver advertisements on our Websites and certain third-party websites that are more relevant to you and your interests. They are based on uniquely identifying your browser and internet device. These cookies use information about your browsing history on our Websites to group you with other users who have similar interests. Based on that information, our Service Providers may display marketing and advertisements about our Services or those of our Business Partners that we think will be relevant to your interests while you are on our Websites and certain third-party websites. You can</p>

	<p>opt-out of Endeavor using your personal information to target advertising to you on unrelated websites by: (1) submitting this <a href="#">OPT-OUT FORM</a>, (2) email <a href="mailto:DPO@Endeavorb2b.com">DPO@Endeavorb2b.com</a>, or (3) by mail to Endeavor Business Media, Attention: Data Privacy Officer, 30 Burton Hills Blvd, Suite 185, Nashville, TN 37215.</p>
<p>Social Media cookies</p>	<p>Our website may contain helpful but non-essential features or plug-ins enabling third party social media services that use Cookies to enable you to share our content with your friends and networks. These cookies are used when you share information using a social media sharing button or “like” button on our Websites or you link your account or engage with our content on or through a social networking website such as Facebook, LinkedIn or Google+. The social network will record that you have done this. These Cookies may enable visitor identification across websites over time and building a profile of your interests. This may impact the content and messages you see on other websites you visit. We do not control the third party's use of those cookies, their duration, or their ability to share information with other third parties. If you do not allow these Cookies you may not be able to use or see these sharing tools.</p>
<p>Third Party Advertising cookies</p>	<p>These cookies are used to deliver advertisements that are more relevant to you and your interests. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. These Cookies may enable visitor identification across unrelated websites and over time. They are based on uniquely identifying your browser and internet device. We do not control the third party's use of those cookies, their duration, or their ability to share information with other third parties. Please review each party's Cookie disclosure before consenting to this use category. We do not sell or share personal information with unrelated third parties for the purpose of cross-contextual behavioral advertising across our Websites and unrelated third party websites.</p> <p>You can disable cookies that remember your browsing habits and target advertising to you by visiting the NAI website opt-out page here: <a href="http://www.networkadvertising.org/choices/">http://www.networkadvertising.org/choices/</a> or the DAA opt-out page here: <a href="http://www.aboutads.info/">http://www.aboutads.info/</a> or, for UK users <a href="http://www.youronlinechoices.com/uk/your-ad-choices">http://www.youronlinechoices.com/uk/your-ad-choices</a>, or for EU users, the EDAA opt-out page here: <a href="http://youronlinechoices.eu/">http://youronlinechoices.eu/</a>. If you choose to remove targeted or advertising cookies, you will still see advertisements, but they may not be relevant to you.</p>

## Choices

Depending on where you live, you may be able to adjust your Cookie preferences at any time via a “Manage Cookies” option. You can also use the methods described below to manage certain Cookies and similar technologies. In many cases, including for Cookies, you must take such steps on each browser or device that you use. If you change or upgrade your browser or device, or delete your Cookies, you may need to use these opt-out tools again. Some Cookie-management solutions also rely on Cookies, so please adjust your browser Cookie settings carefully. We do not maintain or control the opt-out mechanisms and settings below and are not responsible for their operation.

You can find more information about Cookies and how they work, what Cookies have been set on your computer or mobile device and how to manage and delete them at <http://www.allaboutcookies.org>.

**Browser Controls:** Most browsers are initially set up to accept cookies. You may be able to disable and manage some Cookies through

your browser settings. You can visit your browser’s help menu to learn more. For most browsers, you can reset your browser’s default settings to refuse all cookies or to indicate when a cookie is being sent; however, if you reject cookies, you will not be able to sign in to the Websites or take full advantage of our Websites and Services. Additionally, if you clear all cookies on your browser at any point after setting your browser to refuse all Cookies or indicate when a Cookie is being sent, you will have to again reset your browser to refuse all cookies or indicate when a Cookie is being sent. If you wish, you may disable pixel tags by setting your browser to omit images and disable JavaScript.

**Mobile Settings:** Your mobile device may also include settings that allow you to manage the use of Cookies, such as Limit Ad Tracking or Tracking settings in iOS and Opt-out of Ads Personalization in Android.

**Analytics:** To disable certain analytics Cookies, you can use the browser controls discussed above or, for some of our providers, such as Google Analytics , you can prevent the use of Google Analytics relating to your use of our Services by downloading and installing the browser plugin available via this link: <http://tools.google.com/dlpage/gaoptout?hl=en-GB>.

**Interest-Based Advertising:** Most third-party advertisers offer a way to opt out of their interest-based advertising. In addition to the steps described above, you may opt-out of certain targeted advertising from participating entities by visiting the [Network Advertising Initiative](#) and [Digital Advertising Alliance in the US](#), [Digital Advertising Alliance of Canada](#), [European Interactive Digital Advertising Alliance in the UK](#), [European Interactive Digital Advertising Alliance](#), or [Australian Digital Advertising Alliance](#).

### Consequences of Deactivating Cookies

If you disable or remove Cookies, some parts of the Services may not function properly. Information may still be collected and used for other purposes, such as internal operations and to remember your opt-out preferences.

### Information about specific Cookies used by our Websites

Cookie Category	Cookie Name and Owner	Purpose	Duration	Third Party Data Recipients	More Information
Strictly Necessary	Site Registration/IDX (Endeavor)	Site registration	Session	N/A	
Strictly Necessary	AWSALB (BlueConic)	Used for load balancing by Amazon Web Services	Persistent, 7 days	BlueConic (Service Provider)	

Strictly Necessary	AWSALBCORS (BlueConic)	Used for load balancing by Amazon Web Services, with the SameSite property (for the recent Chrome changes).	Persistent, 7 days	N/A	
Statistical	AAM (Audited Media)	Supports the third-party audit specific to Oil & Gas Journal's Website traffic.	Persistent, 1 yr	Audited Media	Non-Personal Data collected
Statistical	Legacy Sapience Init/Track (Endeavor)	Site user analytics	Persistent, 1 yr	N/A	Non-Personal Data collected
Statistical	Olytics (Omeda)	Site user analytics providing insights into behaviors and attributes of Website users and connecting those behaviors with others in our audience database	Persistent, 1 yr	Omeda (Service Provider)	Non-Personal Data collected
Statistical	Website Visual Optimizer	Allows us to test content for engagement and impact	Persistent, 1 yr	Wingify	You can opt-out of being tracked by this service at this link <a href="https://vwo.com/opt-out/">https://vwo.com/opt-out/</a>
	BCTempID	Temporary unique identifier for	Session	Blueconic	

Functionality	(Blueconic)	the BlueConic profile; removed after BCSessionID is created		(Service Provider)	
Functionality	BCSessionID (Blueconic)	Unique identifier for the BlueConic profile	Persistent, 1yr	Blueconic (Service Provider)	
Functionality	BCReferrerOverrule (Blueconic)	Stores a custom bcChannelIdentifier as referrer.	Persistent, 1yr	Blueconic (Service Provider)	
Functionality	BCRefusedObjectives (Blueconic)	Used to store the identifiers of BlueConic Objectives that were explicitly refused.	Persistent, 1yr	Blueconic (Service Provider)	
Functionality	BCRevision (Blueconic)	Used to store requests that are sent to BlueConic, but haven't returned yet. On the next page view, if BCRevsision still contains values, those requests are sent again, to prevent data loss. This information is initially stored in localStorage; when this fails, the cookie solution is used as fallback.	Persistent, 1yr	Blueconic (Service Provider)	
Functionality	BCTracking	Used for tracking the channel of an external tracker.	Session	Blueconic (Service Provider)	

Functionality	Vimeo Listener	Measures engagement with Vimeo videos that are sometimes embedded in our Site. The cookie tracks when a video is played, the duration of the viewing, and other metrics around the viewing	Persistent, 1 yr	Vimeo	Non-personal data is collected such as player volume, client ID, language, device ID, vimeo cart, other settings related to video player
Functionality	Google Ad Manager (Google)	tracks user behavior on our Site to deliver advertising of Endeavor customers specific to our Sites, serving and rendering ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads	Persistent, 1 yr	Google (Service Provider)	Non-personal data is collected
Statistical	Google Tag Manager	collects aggregated data about tag firing to help monitor, provide diagnostics, and improve the quality of its systems	Persistent, 1 yr	Google (Service Provider)	Non-personal data is collected
Social Media	Facebook Pixel	Used for sharing content with a user's network on Facebook	Persistent, 3 months	Meta	Non-personal data and the following personal data when available, email, address, quantity when you purchase a product or service

Social Media	LinkedIn Insight	Used for sharing content with a user's network on LinkedIn	Session and Persistent, 1 yr	LinkedIn	Non-personal data collected, such as URL that the user visited on our website, the referrer, IP address, device type, browser characteristics, and timestamp
First Party Advertising	AdDaptive pixel	To improve advertising targeting users as they visit other sites on the web, based on the user's prior online behavior within Endeavor's network of sites	Persistent, 90 days	AdDaptive	Non-personal data collected
First Party Advertising	Feathr pixel	To improve advertising for Endeavor events targeting users as they visit other sites on the web based on the user's prior online on behavior within Endeavor's network of sites	Persistent, 1 yr	Feathr	Non-personal data and the following personal data when available: Name, Email, Occupation, Companies, Phone, Address, City/Locality, State/Province, Zip/Postal Code, Country, Date First Seen, Date Last Seen, Times Seen, Sessions, Last Browser, Last Platform, Continent, Latitude, Longitude, Time Zone



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## Document History

May 25th, 2018 (Originally Published as part of Endeavor Business Media's Privacy Policy)  
January 1, 2020 (Amended)  
August 28, 2023 (Established as separate Cookie Notice)

For any questions about this notice or requests for a copy of previous versions, please direct to our data privacy officer at [DPO@Endeavorb2b.com](mailto:DPO@Endeavorb2b.com) or in writing to Endeavor Business Media, Attention: Data Privacy Officer, 30 Burton Hills Blvd, Suite 185, Nashville, TN 37215.