



# Cookie Policy

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The Beyond Budgeting Institute (BBI) uses cookies on the website [www.bbrt.org](http://www.bbrt.org). By using BBI's website, Knowledge Base (powered by WordPress), newsletter (powered by Mailchimp), Twitter and YouTube channel, you consent to the use of cookies, including third-party cookies. When using our website, Twitter account and YouTube channel, please note that these sites may have other cookies and its own cookie policy. You should always make sure to read such other policies.

You can find Mailchimp's cookie policy [here](#).

You can find Google Analytics' cookie policy [here](#).

You can find WordPress' cookie policy [here](#).

You can find Twitter's cookie policy [here](#).

You can find YouTube's cookie policy [here](#).

Our Privacy Policy explains in detail how we collect and use information from you and what are your rights as a data subject. Our Cookie Policy explains more about what cookies are, how we use cookies, how third parties use cookies on our website, your choices regarding cookies and provides further information about cookies.

We use cookies in order to provide you with a better, enhanced browsing experience and service adapted to your particular needs and interests. Some of the cookies are necessary in order for you to log in to your account or Knowledge Base, to store your preferences and for the proper display of our web pages. Other cookies offer valuable feedback on how the websites are used via Google Statistics, which enables us to increase efficiency and accessibility.

## What is a "cookie"?

Cookies are small text files stored on the hard drive by your web browser when you use websites. A cookie file allows BBI or a third party to recognize you and make your next visit easier and the website more useful to you. In this policy, we use the term "cookies" to refer to all files that collect information in this way.

Cookies serve many functions. For example, they can remember usernames, any promotion code(s), preferences and analyse how well our website is performing, or even allow us to recommend content we believe will be most relevant to you.

Certain cookies contain personal information, but most cookies will collect more general information such as how users arrive at and use our websites, or a user's general location.



## What is the lifecycle of a cookie?

Cookies are administered by web servers. The lifecycle of a cookie may vary significantly, depending on the purpose for which it was placed. It can be removed manually when you delete it, or it expires. From a technical perspective, only the web server sending the cookie may access it again when you return to the website associated to the web server. For example, as mentioned above, certain cookies are exclusively used during a single session ("session cookies") and are not remembered after you leave the website. Other cookies are remembered and reused each time you return to the respective website ("persistent cookies"). Persistent cookies include cookies placed by a website different than our Website also known as "third party cookies", which may be used anonymously to memorize your interests so that it delivers relevant advertising content.

Nevertheless, cookies may be deleted by you at any moment by accessing the browser settings.

## How do we use cookies?

When you use and access our websites (homepage, your personal account, and Knowledge Base), we place a number of cookie files in your web browser.

We use cookies for the following purposes: to enable certain functions of the website, to provide analytics, to store your preferences, to enable advertisements delivery, including behavioural advertising. We use both session and persistent cookies on the website, and we use different types of cookies to run the websites and provide analytics on newsletters and the website.

## What cookies do we use?

We use "session" cookies and "persistent" cookies, depending on the purpose for which they are used.

- Essential cookies – used to efficiently and quickly load the pages and offer features by distributing the workload across several computers, to authenticate you and to ensure your secure connection and prevent fraudulent use of your account or detect other malicious activity on the website.
- Analytical/performance cookies – we utilize other cookies to analyse how our visitors use our websites and to monitor website performance. We count the number of users on our website in order to recognize you when you visit the website again and to help us improve your experience on our website depending on how it is used. This allows us to provide a high-quality experience by customizing our offering and quickly identifying and fixing any issues that arise by developing new features. We might also use these cookies to highlight articles or site services that we think will be of interest to you based on your usage of the website.
- Behaviourally targeted advertising cookies – these cookies are used to record your behaviour online and can be used to provide you with offers and services you might be interested in. BBI and our advertisers use cookies to serve you with advertisements that we believe are relevant to you and your interests. You might see these advertisements on other sites that you visit. We do not tell our advertisers who you are.
- Functionality cookies – these cookies are used in order to enhance your user experience and to remember your preferences such as your language preference, and these cookies are necessary for the playback of media content and can autofill a form for you. We also use functionality cookies to provide you with enhanced services such as allowing you to watch a video online or comment on a blog.



## What are third party cookies?

Depending on the website or domain placing the cookie, a cookie is 'first' or 'third' party. A first party cookie is set by a website visited by you directly. Third party cookies are set by third parties' domains or websites which can place cookies through the website you visit, hence their name "third party cookies". These third parties are other entities than BBI and they can be session or persistent cookies.

## What third party cookies do we use?

The websites also use social media plug-ins such as YouTube and Twitter to allow updates and news from BBI's Twitter account and videos from BBI's YouTube channel, to link content to your social media account, and to personalize your advertising.

## The use of log files and web beacons

A web beacon is a technique used on web pages or in email addresses to show that a user has accessed content, such as opened an e-mail or accessed a link. We gather some information automatically and store it in log files. This is mostly anonymous usage data such as a browser, an internet service provider, clickstream data, an operating system or a time stamp.

## Personalize browser settings for cookies

If you are not bothered by the use of cookies and you are the only person using the computer, you may set longer expiration periods for the storage of the browsing history. If you share access to a computer, you may want to take into consideration setting the browser to delete personal browsing data each time you close the browser.

## How can I stop cookies?

If you would like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

You can control the use of cookies by configuring your browser's privacy settings (please refer to your browser's help function to learn more about cookie controls). You may withdraw your consent for the use of cookies at any time by sending us an email to [info@bbri.org](mailto:info@bbri.org) or by configuring your browser settings. Disabling or not allowing cookies may affect your visit or use of our website. You can change cookie settings in the "Options" section or in the "Preferences" menu of your browser.



## BBI's use of cookies

Host name	Cookie	Type	Expiration	More information
	_ga	HTTP	2 years	It registers a unique ID, which is used for statistics on how the visitor uses the website.
	_gat	HTTP	1 day	It is used by Google Analytics to speed up the number of server queries.
	_gid	HTTP	1 day	It registers a unique ID, which is used for statistics on how the visitor uses the website.