

Cookie policy

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookies used in Hackett public websites:

- www.thehackettgroup.com
- www.answerthink.com
- www.hackettconferences.com

Cookie	Name	Type/Purpose	More information
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google-analytics.com	analytics.js	<p>Type: Analytical/performance cookie</p> <p>Cookie Expiration: 2 years or until the visitor clears their cookies</p> <p>The analytics.js JavaScript library is part of Universal Analytics and uses first-party cookies to:</p> <ul style="list-style-type: none"> • Distinguish unique users • Throttle the request rate <p>The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.</p> <p>When using the recommended JavaScript snippet, analytics.js sets cookies on the highest-level domain it can. For example, if your website address is blog.example.co.uk, analytics.js will set the cookie domain to .example.co.uk. Setting cookies on the highest-level domain possible allows users to be tracked across subdomains without any extra configuration.</p>	<p>https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage</p> <p>https://www.google.com/policies/technologies/types/</p> <p>Cookie Expiration: Every time a hit is sent to Google Analytics, the cookie expiration time is updated to be the current time plus the value of the cookieExpires field. This means that if you use the default cookieExpires time of two years, and a user visits your site every month, their cookie will never expire.</p>
google-analytics.com	ga.js	<p>Type: Analytical/performance cookie</p> <p>Cookie Expiration: 2 years or until the visitor clears their cookies</p> <p>The ga.js JavaScript library uses first-party cookies to:</p> <ul style="list-style-type: none"> • Determine which domain to measure • Distinguish unique users • Throttle the request rate • Remember the number and time of previous visits • Remember traffic source information • Determine the start and end of a session • Remember the value of visitor-level custom variables <p>The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.</p> <p>By default, this library sets cookies on the domain specified in the document.host browser property and sets the cookie path to the root level (/).</p>	<p>https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage</p> <p>Cookie Expiration: Every time a hit is sent to Google Analytics, the cookie expiration time is updated to be the current time plus the value of the cookieExpires field. This means that if you use the default cookieExpires time of two years, and a user visits your site every month, their cookie will never expire.</p> <p>https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#gajs</p>

<p>google-analytics.com googleadservices.com</p>	<p>conversion.js wcm.js</p>	<p>Type: Analytical/performance cookie Cookie Expiration: 2 years or until the visitor clears their cookies</p> <p>Conversion tracking involves setting a cookie in a user's browser when they click or view an ad. If the user clicks your ad and reaches one of your conversion pages, their browser sends the cookie to a Google server, and a small conversion tracking image is displayed on your site. When such a match is made, Google records a successful conversion for you.</p> <p>Conversions are only tracked for customers that are able to download images and that have cookies enabled for their web browsers. Although this is the default setting for most browsers, users who don't accept the conversion tracking cookies won't be included in your conversion statistics.</p>	<p>https://support.google.com/adxbuyer/answer/165288?hl=en</p> <p>How AdWords tracks website conversions https://support.google.com/adwords/answer/7521212</p>
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<p>google-analytics.com doubleclickbygoogle.com doubleclick.net</p>		<p>Type: Analytical/performance cookie Cookie Expiration: 2 years or until the visitor clears their cookies</p> <p>DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what’s relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen.</p> <p>The cookie ID in each DoubleClick cookie is essential to these applications. For example, DoubleClick uses cookie IDs to keep a log of which ads show to which browsers. When it’s time to serve an ad to a browser, DoubleClick can use the browser’s cookie ID to check which DoubleClick ads have already been delivered to that particular browser. That’s how DoubleClick avoids showing ads the user has already seen. In the same way, cookie IDs allow DoubleClick to log conversions related to ad requests—such as when a user views a DoubleClick ad and later uses the same browser to visit the advertiser’s website and make a purchase.</p> <p>DoubleClick sends a cookie to the browser after any impression, click, or other activity that results in a call to the DoubleClick server. If the browser accepts the cookie, the cookie is stored on the browser.</p> <p>Most commonly, DoubleClick sends a cookie to the browser when a user visits a page that shows DoubleClick ads. Pages with DoubleClick ads include ad tags that instruct browsers to request ad content from the DoubleClick ad server. When the server delivers the ad content, it also sends a cookie. But a page doesn’t have to show DoubleClick ads for this to happen; it just needs to include DoubleClick ad tags, which might load a click tracker or impression pixel instead.</p> <p>DoubleClick cookies contain no personally identifiable information. With the user’s and publisher’s permission, information associated with the DoubleClick cookie may be added to the user’s Google Account.</p>	<p>Google offers many products, including AdSense, AdWords, Google Analytics, and a range of DoubleClick-branded services. When you visit a page or see an ad that uses one of these products, either on Google services or on other sites and apps, various cookies may be sent to your browser.</p> <p>https://support.google.com/adsense/answer/2839090?hl=en</p>
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PHPSESSID	PHPSESSID	<p>Type: Performance. Necessary cookie</p> <p>Cookie Expiration: This cookie is native to PHP applications. The cookie is used to store and identify a users' unique session ID for the purpose of managing user session on the website. Also used to store a simple message when a form is submitted that can be displayed on a different page. No personal information is stored in this cookie. The cookie is a session cookies and is deleted when all the browser windows are closed.</p>	
pardot.com	<p>visitor_id<accountid></p> <p>lpv<accountid></p> <p>visitor_id<accountid>-hash</p> <p>pi.pardot.com</p>	<p>Type: Analytical/performance cookie</p> <p>Cookie Expiration Types: Session cookie, (3650 days) or ten years</p> <p>Pardot tracks visitor and prospect activities on your website and landing pages by setting cookies on their browsers. Cookies are set to remember preferences (like form field values) when a visitor returns to your site. Pardot also sets a cookie for logged-in users to maintain the session and remember table filters.</p> <p>Pardot sets first-party cookies for tracking purposes, and sets third-party cookies for redundancy. Using first-party and third-party cookies together is standard in the marketing automation industry. Pardot cookies don't store personally identifying information, only a unique identifier. Pardot sets first-party cookies on your tracker subdomains and Pardot domains. Pardot uses third-party cookies on https pages and when your account doesn't have a tracker subdomain set up.</p>	<p>Pardot, B2B marketing automation by Salesforce, offers a marketing automation solution supporting the needs of B2B organizations of every size.</p> <p>Pardot Cookies and Activity Tracking https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5</p> <p>Cookie Duration https://www.pardot.com/new-features/new-configurable-cookie-duration/</p>
ws.zoominfo.com	visitorId	<p>Type: Analytical/performance cookie</p> <p>Cookie Expiration: 1 year</p> <p>This is how ZoomInfo identifies recurring visitors in WebSights.</p>	

Cookies used in Hackett Member Center:

- <https://member.thehackettgroup.com>

Cookie	Name	Type/Purpose	More information

Member	Member cookies.js	<p>Type: Strictly necessary cookie</p> <p>Cookie Expiration: Session cookie and expires as soon as session is closed or when the visitor clears their cookies</p> <p>This cookie is essential for our site to: Estimate our audience size and usage pattern. Speed up your searches.</p> <p>Allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to store items in an electronic shopping basket between visits. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim.</p> <p>The cookies we are using in Hackett membership portal mainly for user Auto login purpose. Like Maintaining user credentials, when user profiles newly registered, Updated the existing profile and resetting passwords.</p>	

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire on the earlier of 24 months or until the visitor clears his/her cookies.

Cookies used in The Hackett Institute Site

https://education.poweredbyhackett.com/learn/sign_in

lang	lang	<p>Type: Strictly necessary cookie</p> <p>Cookie Expiration: When the learner clears their cookies.</p> <p>This cookie is essential for our site to: Allow learners to select a language for the content to be presented. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim.</p>	More Information
visitid	visitid	<p>Type: Analytical</p> <p>Cookie Expiration: Every 15 minutes or when learner clears their cookies.</p> <p>This cookie is essential for our site to: Track “visits”, which are 15-minute increments of activity to track usage of the school for management reporting.</p>	More Information If the learner leaves the site, and returns after 15 minutes, a new visitId is assigned.
recommendationResponse	recommendationResponse	<p>Type: Performance</p> <p>Cookie Expiration: When a learner session ends or when learner clears their cookies.</p> <p>This cookie is optional and enabled by School administrator and used for: If Recommendation Assessment is enabled on the school, and if the learner takes the recommendation assessment, the cookie is a list of tags based on the results of that recommendation assessment.</p>	More Information This is used to allow a logged-out learner to take the recommendation assessment and then have their results persisted to their learner account, should they register after the assessment has been taken.
cartv2	cartv2	<p>Type: Optional but strictly necessary cookie when feature enabled.</p> <p>Cookie expiration: When learner clears their cookies.</p> <p>This cookie is essential to our site for: If items are added to the shopping cart as part of an ecommerce checkout transaction, the cookie stores the shopping cart information.</p>	More information

password	password	<p>Type: Optional</p> <p>Cookie expiration: When learner session ends, or learner clears their cookies</p> <p>This cookie is essential to our site for: If enabled, schools can set a password to allow certain access to the learning programs.</p>	<p>More information: If enabled access to the school can be restricted requiring a password. This password is not associated with learner registration and does not permit access to learner information. Typically used as part of pre-production testing.</p>
referral	referral	<p>Type: Optional, Analytical if feature enabled</p> <p>Cookie expiration: When the learner session ends, or learner clears their cookies.</p> <p>This cookie is essential to our site for: If feature enabled, this cookie is used for Affiliate Tracking</p>	<p>More information: This cookie is available only as a premium feature, and is used to track the site the learner came from.</p>
authToken & authTokenExpires	authToken & authTokenExpires	<p>Type: Strictly necessary cookie</p> <p>Cookie expiration: When the learner session ends, or learner clears their cookies.</p> <p>This cookie is essential to our site for: This is used to ensure a learner or administrator remains logged in.</p>	<p>More information: The authToken cookie is a JWT that stores a random identifier. The authTokenExpires cookie stores a timestamp that is used to determine if the authToken has expired.</p>