

COOKIES POLICY

Effective November 1, 2018

The Greensboro Children's Museum ("us", "we", or "our") uses cookies and similar technologies to recognize you when you visit our websites at www.gcmuseum.com, ("Service"). By using the Service, you consent to the use of cookies.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information. In such cases our Privacy Policy (www.gcmuseum.com/policies) will apply in addition to this Cookie Policy. Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

What are Cookies?

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser.

How we use cookies

When you use and access the Service, we may place a few cookies files in your web browser. We use both session and persistent cookies on the Service, and we use different types of cookies to run the Service:

- **Essential cookies.** We may use cookies to remember information that changes the way the Service behaves or looks, such as a user's language preference on the Service.
 - **Who serves these cookies:**
 - Google Analytics (<https://analytics.google.com/analytics/web/>)
 - Constant Contact Forms (<https://www.constantcontact.com/index.jsp>)
 - The Event Calendar (<https://theeventscalendar.com/>)
 - Weather (<https://pl.wordpress.org/plugins/weather-atlas/>)
 - Gravity Forms (<https://www.gravityforms.com/>)
- **Analytics cookies.** We may use analytics cookies to track information how the Service is used so that we can make improvements. We may also use analytics cookies to test new advertisements, pages, features or new functionality of the Service to see how our users react to them.
- **Third-party cookies**

By using cookies, we can determine aggregate patterns that help us determine how our website and programs can be optimized for our customers and constituents. For example, we use Cookies

to track the average number of visitors to an exhibit or event page, or the most popular web browsers used by our website visitors. We use this analysis to gain insights about how to improve the functionality our websites and the appeal of our programming to customers and constituents.

For more information on Google Analytics, cookies placed by Google and Google's policies, visit <https://policies.google.com/privacy>.

Your choices regarding cookies

Visitors may block the use of cookies used on our site in several ways. 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 and some of our pages might not display properly.

Below are options you may use to block cookies on the Service:

- Download the Google Analytics Opt-out Browser Add-on, a free browser plug-in available at <https://tools.google.com/dlpage/gaoptout>.
- Instruct your web browser to delete or refuse cookies:
 - Google Chrome instructions: <https://support.google.com/accounts/answer/32050>
 - Microsoft Internet Explorer instructions: <http://support.microsoft.com/kb/278835>
 - Mozilla Firefox instructions: <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
 - Apple Safari instructions: https://support.apple.com/kb/PH21411?locale=en_US
 - For other web browsers, please visit your browser's website.

Where can you find more information about cookies

You can learn more about cookies at the following third-party websites:

- AllAboutCookies: <http://www.allaboutcookies.org/>
- Network Advertising Initiative: <http://www.networkadvertising.org/>

If you have any questions about our use of cookies or other technologies, please email us at sbillings@gcmuseum.com.