Software Current

Legal Center - Privacy, Security, & Terms of Use for Software Current Websites

Cookie Notice

Cookie Notice

Software Current, its subsidiaries and affiliates (collectively "Software Current" 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, Software Current 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 TechnologyInsights 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@softwarecurrent.com, or (3) by mail to Software Current, Attention: Data Privacy Officer, 2740 SOUTH RD, POUGHKEEPSIE, NY 12601.**

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:

Strictly necessary cookies	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
Statistical cookies	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. We use Google Analytics for this purpose. Google Analytics uses its own cookies. You can find out more information about Google Analytics cookies here: https://developers.google.com/analytics/resources/concepts/gaConceptsCookies. You can find out more about how Google protects your data here: https://policies.google.com/privacy 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
Functionality cookies	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-Software Current 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.
First Party	These cookies are used by Software Current and our Service Providers to deliver

Advertising Cookies	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 opt-out of TechnologyInsights using your personal information to target advertising to you on unrelated websites by: (1) submitting this OPT-OUT FORM, (2) email dpo@softwarecurrent.com, or (3) by mail to Software Current, Attention: Data Privacy Officer, 2740 SOUTH RD, POUGHKEEPSIE, NY 12601.
Social Media cookies	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.
Third Party Advertising cookies	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. You can disable cookies that remember your browsing habits and target advertising to you by visiting the NAI website opt-out page here: http://www.networkadvertising.org/choices/ or the DAA opt-out page here: http://www.aboutads.info/ or, for UK users http://www.youronlinechoices.com/uk/your-ad-choices, or for EU users, the EDAA opt-out page here: http://youronlinechoices.eu/. If you choose to remove targeted or advertising cookies, you will still see advertisements, but they may not be relevant to you.

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 (TechnologyInsights)	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 (TechnologyInsights)	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 https://vwo.com/opt-out/
Functionality	BCTempID	Temporary unique	Session	Blueconic	

Cookie Category	Cookie Name and Owner	Purpose	Duration	Third Party Data Recipients (Service Provider)	More Information
	(Blueconic)	identifier for the BlueConic profile; removed after BCSessionID is created			
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	Persistent, 1 yr	Vimeo	Non-personal data is collected such as

Cookie Category	Cookie Name and Owner	Purpose	Duration	Third Party Data Recipients	More Information
		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			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 TechnologyInsights 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	Session	LinkedIn	Non-personal data

Cookie Category	Cookie Name and Owner	Purpose	Duration	Third Party Data Recipients	More Information
		content with a user's network on LinkedIn	and Persistent, 1 yr		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 TechnologyInsights's network of sites	Persistent, 90 days	AdDaptive	Non-personal data collected
First Party Advertising	Feathr pixel	To improve advertising for TechnologyInsights events targeting users as they visit other sites on the web based on the user's prior online on behavior within TechnologyInsights'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

Additional Information about Hotjar Cookies used on some of our Websites

Some of our Websites use Hotjar's behavior analytics software designed to give website owners an aggregated view of their users' behavior while browsing their site. This provides us with the insights needed to improve the overall experience for our users. Hotjar is not designed to track individual users. All cookies used by Hotjar are Statistical Cookies. If you do not want Hotjar to collect your data, you can change your browser settings following these instructions:

Hotjar - Do Not Track.

	Relating to the user	
Name	**Data storage type**	**Description**
_hjSessionUser_{site_id}	Cookie	- Set when a user first lands on a page. - Persists the Hotjar User ID which is unique to that site. Hotjar does not track users across different sites. - Ensures data from subsequent visits to the same site are attributed to the same user ID. 365 days duration. - JSON data type.
_hjid	Cookie	- This is an old cookie that we do not set anymore, but if a user has it unexpired in their browser, we will reuse its value and migrate to _hjSessionUser_{site_id}. - Set when a user first lands on a page. - Persists the Hotjar User ID which is unique to that site. - Ensures data from subsequent visits to the same site are attributed to the same user ID. 365 days duration. - UUID data type.
_hjFirstSeen	Cookie	- Identifies a new user's first session. - Used by Recording filters to identify new user sessions. 30 minutes duration, extended on user activity. - Boolean true/false data type.
_hjHasCachedUserAttributes	Cookie	- Enables us to know whether the data set in _hjUserAttributes Local Storage item is up to date or not. - Session duration.

	Relating to the user	
Name	**Data storage type**	**Description**
		• Boolean true/false data type.
_hjUserAttributesHash	Cookie	• Enables us to know when any User Attribute has changed and needs to be updated. • 2 minutes duration, extended every 30 seconds. • Content hash data type.
_hjUserAttributes	Local storage item	• Stores User Attributes sent through the Hotjar Identify API. • No explicit expiration. • Base64 encoded JSON data type.
hjViewportId	Session storage item	• Stores user viewport details such as size and dimensions. • Session duration. • UUID data type.
hjActiveViewportIds	Local storage item	• Stores user active viewports IDs. • Stores an expirationTimestamp that is used to validate active viewports on script initialization. • JSON data type.

Relating to the session		
Name	**Data storage type**	**Description**
_hjSession_{site_id}	Cookie	• Holds current session data. • Ensures subsequent requests in the session window are attributed to the same session. • 30 minutes duration, extended on user activity. • JSON data type.
_hjSessionTooLarge	Cookie	• Causes Hotjar to stop collecting data if a session becomes too large. • Determined automatically by a signal from the server if the session size exceeds the limit. • 1h duration. • Boolean true/false data type.
_hjSessionResumed	Cookie	• Set when a session/recording is reconnected to Hotjar servers after a break in connection. • Session duration. • Boolean true/false data type.
_hjCookieTest	Cookie	• Checks to see if the Hotjar Tracking Code can use cookies. If it can, a value of 1 is set. • Deleted almost immediately after it is created. • Under 100ms duration, cookie expiration time set to session duration. • Boolean true/false data type.
_hjLocalStorageTest	Cookie	• Checks if the Hotjar Tracking Code can use Local Storage. If it can, a value of 1 is set. • Data stored in _hjLocalStorageTest has no

Relating to the session		
Name	**Data storage type**	**Description**
		expiration time, but it is deleted almost immediately after it is created. • Under 100ms duration. • Boolean true/false data type.
_hjSessionStorageTest	Cookie	• Checks if the Hotjar Tracking Code can use Session Storage. If it can, a value of 1 is set. • Data stored in _hjSessionStorageTest has no expiration time, but it is deleted almost immediately after it is created. • Under 100ms duration. • Boolean true/false data type.
_hjIncludedInPageviewSample	Cookie	• Set to determine if a user is included in the data sampling defined by your site's pageview limit. • 2 minutes duration, extended every 30 seconds. • Boolean true/false data type.
_hjIncludedInSessionSample_{site_id}	Cookie	• Set to determine if a user is included in the data sampling defined by your site's daily session limit. • 2 minutes duration, extended every 30 seconds. • Boolean true/false data type.
_hjAbsoluteSessionInProgress	Cookie	• Used to detect the first pageview session of a user. • 30 minutes duration, extended on user activity. • Boolean true/false data type.

Relating to the session		
Name	**Data storage type**	**Description**
_hjTLDTest	Cookie	• We try to store the _hjTLDTest cookie for different URL substring alternatives until it fails. • Enables us to try to determine the most generic cookie path to use, instead of page hostname. • It means that cookies can be shared across subdomains (where applicable). • After this check, the cookie is removed. • Session duration. • Boolean true/false data type.

Relating to Recordings		
Name	**Data storage type**	**Description**
_hjRecordingEnabled	Session storage item	• Set when a Recording starts. • Read when the Recording module is initialized to see if the user is already in a recording in a particular session. • Session duration. • Boolean true/false data type.

Relating to Feedback and Survey tools		
Name	**Data storage type**	**Description**
_hjClosedSurveyInvites	Cookie	- Set when a user interacts with a Link Survey invitation modal. - Ensures the same invite does not reappear if it has already been shown. 365 days duration. - List of Survey IDs, URL encoded.
_hjDonePolls	Cookie	- Set when a user completes an on-site Survey. - Ensures the same Survey does not reappear if it has already been filled in. 365 days duration. - List of Survey IDs, URL encoded.
_hjMinimizedPolls	Cookie	- Set when a user minimizes an on-site Survey. - Ensures that the Survey stays minimized when the user navigates through your site. 365 days duration. - List of Survey IDs, URL encoded.
_hjShownFeedbackMessage	Cookie	- Set when a user minimizes or completes a Feedback widget. - Ensures the Feedback widget will load as minimized if the user navigates to another page where it is set to show. - One day duration. - Boolean true/false data type.

Prior Document History

May 25th, 2018 (Originally Published as part of Software Current'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@softwarecurrent.com or in writing to Software Current, Attention: Data Privacy Officer, 2740 SOUTH RD, POUGHKEEPSIE, NY 12601.