

Cookie Policy

World Trade Centers Association

Last Updated: 01 July 2025

This Cookie Policy may be printed.

The World Trade Centers Association, Incorporated and its subsidiaries and affiliates (collectively, “WTCA”, “us” or “we”), understands that your privacy is important to you and we are committed to being transparent about the technologies we use. This Cookie Policy explains how and why cookies and other similar technologies (collectively “**Cookies**”) may be stored on and accessed from your device when you use or visit any website or app that posts a link to this Policy. This Cookie Policy should be read together with our [Privacy Policy](#) and our [Terms of Use](#).

This Policy explains what Cookies are and gives details of the specific Cookies used on the WTCA websites (the “**Sites**”). It also sets out why these Cookies are used and provides information on the options that users of our Sites have.

What is a Cookie?

A Cookie is a small file of letters and numbers that our server will assign to your browser. This unique identification number is stored in a file on your computer and when you visit our Sites, this cookie allows us to recognize and remember you.

How long Cookies stay on your computer or phone depends on what they need to do. For example, some Cookies only work while you're using the Sites and get deleted when you're done (session Cookies). Others may stay on your device unless you choose to delete them (persistent Cookies). Cookies may be placed by us (first party Cookies) or by other businesses (third party Cookies) when you visit our Sites or use our app.

Depending on the particular advertising services they provide, third party advertising companies may employ first-party Cookies or third-party Cookies. Unlike third-party Cookies, first-party Cookies are hosted on WTCA’s servers. You can control Cookies through your browser settings and opt-out of certain tracking technologies. If you would like more information about third-party Cookies or to learn more about your opt-out choices, please click here (<https://www.networkadvertising.org/choices/>). You can find out more information about Cookies at www.allaboutcookies.org. And in the EU, go to www.youronlinechoices.eu.

How does this Site use Cookies?

The categories of Cookies used on the Sites are described below:

1. **Essential or Strictly Necessary Cookies** are essential to our Sites and allow you to navigate and use their features.

2. **Performance and Analytics Cookies**, which are sometimes called “analytics cookies,” enable us to improve our Sites by seeing which areas and features are most popular and to count the number of computers or mobile devices accessing our services.
3. **Functional Cookies** allow us to personalize and improve your experience by recording your preferences.
4. **Targeting or Advertising Cookies** are used by us and third parties to deliver ads we believe are more relevant to you and your interests, to improve the performance of our advertising across the Internet, and to limit the number of times that you see an ad.

Your Cookie Choices

- **Google Analytics:** To help facilitate the delivery of relevant content, we use Google Analytics cookies to report on user interactions on our Sites. Google provides a complete [privacy policy](#) and instructions on opting out of Google Analytics here: <https://www.google.com/intl/en/analytics/privacyoverview.html>. Note that the opt-out is specific to Google activities and does not affect the activities of other ad networks or analytics providers that we may use.
- **Browser Signals:** The "Do Not Track" ("DNT") privacy preference is an option that may be made in some web browsers allowing you to opt-out of targeting by certain websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT.
- **Browser Settings:** You may choose to disable ‘non-essential’ Cookies (*i.e.*, Cookies other than those that are essential or necessary to provide the Sites’ services to you) by changing your browser settings. Please note that you may not disable Essential or Strictly Necessary Cookies as these are required for the Sites to operate properly. Check your browser’s HELP menu to learn the correct way to change or update your cookies. You can also visit www.aboutcookies.org which contains more information on how to do this on many different browsers. Please see your mobile phone’s manual for information on how to do this on your phone’s browser. Set forth below are links to information about management of Cookies on various browsers routinely used to access the Sites.

Browser	Cookie Management Link
Google Chrome	https://support.google.com/chrome/answer/95647?hl=en
Firefox	https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-

	disable-cookies-website-preferences&redirectlocale=en-US
Opera	https://help.opera.com/en/latest/security-and-privacy/
Microsoft Internet Explorer	https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d
Apple Safari	https://support.apple.com/en-il/guide/safari/sfri11471/mac
Microsoft Edge	https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09

Please be aware that restricting Cookies may impact on the functionality of our Sites.

Depending on where you live, you may be able to access one convenient place to indicate your preferences for receiving interest-based ads, including the option to make one “universal” opt-out of interest-based advertising with participating entities:

In the United States, visit this site: [Ad Choices](#).

In Canada, visit this site: [Your Ad Choices](#).

In the EU, visit this site: [Your Online Choices](#).

When you opt-out using these methods, a Cookie will be placed on your device indicating that you have opted-out of interest-based advertising. If you delete your Cookies, you will need to opt-out again. These websites also provide detailed information about interest-based advertising and tips for managing your online privacy.

Contact Us

If you have any other questions about our Cookie Policy, please contact us at:

World Trade Centers Association
Attn: Legal Department
115 Broadway, Suite #1202
New York, NY 10006
(212) 432-2626
privacy@wtca.com