

Cookie Policy

Last modified: 12/09/21

Please read the following carefully to understand how International Society for Technology in Education, Inc. (“ISTE,” “we,” or “us”) uses Cookies when you visit the Learning Technology Directory (the “Website”). By using or accessing the Website, you agree to this Cookie Policy, which supplements the Learning Technology Directory [Privacy Policy](#). This Cookie Policy may change from time to time and your continued use of the Website is deemed to be acceptance of these changes. Please check this Cookie Policy periodically for updates.

Introduction

Cookies, pixel tags and similar technologies (collectively “Cookies”) are files containing small amounts of information which are stored by your browser on any internet-enabled device (such as your computer, smart phone, or tablet) when you visit a website. Most web pages contain elements from multiple web domains so when you visit the Website, your browser may receive Cookies from several sources. Cookies are sent back to the originating website on each subsequent visit, or to another website that recognizes that Cookie.

Cookies do lots of different and useful jobs, such as remembering your actions and preferences, distinguishing you from other users, and generally improving your online experience. We use Cookies and other technologies to ensure visitors to the Website have the best possible experience and to provide targeted advertising.

Types of Cookies We Use

We use different types of Cookies to run the Website including some or all of the Cookies identified below.

- **First-party Cookies** are Cookies set by us (or on our behalf) on our Website.
- **Third-party Cookies** are Cookies set by a domain other than that of the site (such as our Website) being visited by the user. Third-party Cookies are mainly used for targeted advertising and tracking across the web.
- **Session Cookies** are temporary Cookies stored on your device while you visit our Website. They expire when you close your browser. Once you close the browser, all session Cookies are deleted.
- **Persistent Cookies** are Cookies that remain on a user’s device for the period of time specified in the Cookie. Persistent Cookies are activated each time the user visits the site that created that particular Cookie until they expire or are deleted manually.
- **Pixel Tags** may be used to collect information about your visit, including the pages you view, the features you use, the links you click, and other actions you take in connection with the Sites. This information may include your computer’s internet protocol (IP)

address, your browser type, your operating system, date and time information, and other technical information about your computer. Pixel tags may also track certain information about the identity of the websites you visit immediately before and after coming to our site.

- **Server Logs and other Technologies** collect information about the device you use to access the Website, your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. Our server logs also record the IP address of the device you use to connect to the internet.

Strictly Necessary Cookies

Strictly Necessary Cookies are necessary for the operation of our Website. These Cookies are essential in helping you to move around our Website and use the features. For example, we may use Strictly Necessary Cookies to:

- Identify you as being logged into the Website
- Provide access to protected areas of the Website
- Remember previously entered text so it is not lost if the page refreshes

Performance Cookies

Performance Cookies simply help us improve the way our Website works. We utilize these Cookies to analyze how our visitors use our Website and to monitor our site performance. They tell us how people use each page, which ones are most commonly viewed, or whether any errors occurred. This allows us to provide a high-quality experience and quickly identify and fix any issues that arise. For example, we may use Performance Cookies to:

- Store preferences to see which method of linking between pages is most effective
- Enable web analytics to provide anonymous statistics on how our Website is used
- Assist with error management in helping us improve the Website by measuring any errors that occur
- Monitor ad response rates and determine the effectiveness of any ads appearing on the Website

Functionality Cookies

We use Functionality Cookies to allow us to remember your preferences. For example, we may use Functionality Cookies to:

- Remember settings you have applied
- Remember if we have already asked you if you want to fill in a survey
- Detect if you have already seen a pop-up to ensure it doesn't get shown to you again

- Process a request from a user

Targeting Cookies

Targeting Cookies help us make sure that the ads you see on our Website are relevant to you and your interests. Targeting Cookies may also be placed on your device by our third-party service providers that remember you have visited the site in order to provide you with ads more relevant to you. We may use Targeting Cookies to:

- Collect information about browser habits to target advertising
- Collect information about browser habits to target site content
- Provide links to social networks
- Provide advertising agencies with information on your visit so that they can present you with advertisements you may be interested in

Google Analytics Cookies

The Website uses Google Analytics Cookies, which help monitor traffic levels, search queries, and visits to our Website. Google Analytics Cookies enable Google to determine whether you are a return visitor to the Website and to track the pages you visit during your session. This information is used by us to improve the Website.

For more information about Google Analytics Cookies, please see Google's [privacy policy](#). You can opt-out of having your site activity available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#). The add-on prevents the Google Analytics JavaScript (gtag.js, analytics.js) running on websites from sharing information with Google Analytics about visit activity. Using the Google Analytics opt-out browser add-on will not prevent site owners from using other tools to measure site analytics.

How You Can Control or Delete Cookies

You have several ways to manage Cookies:

- You can refuse to provide your consent to our collection of non-essential Cookies
- You can disable first-party or third-party Cookies through your browser settings
- You can use third-party opt-out tools

Our Performance, Functionality, and Targeting Cookies are not strictly necessary for the Website to work but will provide you with a better browsing experience. If you choose to delete or block Cookies, some parts of the Website may not work as intended or may not work at all.

Browser Settings

Most browsers automatically accept Cookies. If you do not want our Website to store Cookies on your computer or device, you can modify your browser or device settings to limit tracking or to block/decline Cookies. If you use different devices to view and access our Sites (your computer, smartphone, or tablet, for example) you will need to ensure that each browser on each device is adjusted to suit your Cookie preferences.

The procedures for changing your Cookie settings differ from browser to browser. You may visit the “help” or “settings” menu of your browser or operating system to learn how to modify your settings. Note that our Website may not recognize “Do Not Track” headers or requests from some or all browsers.

Other Methods

We, or other parties we do business with, may use Cookies or other technologies placed on your browser when you visit our Website to collect information about your use of the Website and your other online activities over time and across different websites and apps, and to use that information to serve interest-based advertisements to you as you browse the internet.

To learn more about your choices for receiving interest-based advertising or to opt-out, please see below.

- For the US, visit [Your Ad Choices](#) or [NAI Consumer opt-out](#)
- For Canada, visit [Your Ad Choices](#)
- For the EU, visit [Your Online Choices](#)
- For Australia, visit [Your Online Choices](#)

Clicking the links above will redirect you to the appropriate third-party website. We do not control third-party opt-out links and are not responsible for the availability or accuracy of these mechanisms.

Please note that even if you opt out of Cookies, you may still receive advertisements from us or our partners that are not customized based on Cookies.

Contact Information

To ask questions or comments about this Cookie Policy, please contact us:

E-mail: iste@iste.org

Phone: 800.336.5191 (U.S. & Canada)

Phone: 503.342.2848 (International)

Fax: 503.882.0813