

# Cookie Policy:

## Business Transitions Summit

**Effective Date:** October 1, 2025

This Cookie Policy explains how Business Transitions Summit ("we," "us," and "our") uses cookies on our website, [www.businesstransitionssummit.com](http://www.businesstransitionssummit.com) (the "Site"). The policy covers both first-party and third-party tracking tools.

### 1. What are Cookies?

Cookies are small text files that are placed on your computer, tablet, or mobile device when you visit a website. They are widely used to make websites work more efficiently, as well as to provide information to the owners of the site. They help us remember your preferences, analyze how our site performs, and offer you targeted content.

### 2. How We Use Cookies and Tracking Technologies

As noted in our main Privacy Policy, we use cookies and third-party tracking code to collect information about your visit. We classify the cookies we use into the following categories:

| Category | Purpose | Description |
|----------|---------|-------------|
|----------|---------|-------------|

|   |                                   |  |
|---|-----------------------------------|--|
| <p><b>Strictly Necessary Cookies</b></p>        | <p>Site Functionality</p>         | <p>These cookies are essential for you to navigate the website and use its features, such as accessing secure areas or managing event ticket purchases. The Site cannot function properly without these cookies.</p>   |
| <p><b>Performance and Analytics Cookies</b></p> | <p>Site Optimization</p>          | <p>These cookies collect Anonymous Data (IP address, browser type, device type, pages viewed) to understand how visitors use our Site. This helps us measure the performance of our Site, identify technical issues, and improve the customer experience.</p>                  |
| <p><b>Functionality Cookies</b></p>             | <p>Remembering Preferences</p>    | <p>These cookies allow the Site to remember choices you make (such as your geographic location or language preference) to provide a more personalized experience.</p>  |
| <p><b>Marketing and Targeting Cookies</b></p>   | <p>Advertising and Promotions</p> | <p>These cookies are used by us and our third-party partners to track your browsing habits, provide targeted advertisements, and offer special promotions (like location-based ticket deals) based on your interests and demographics, as mentioned in our Privacy Policy.</p> |

### 3. Third-Party Cookies

In addition to our own cookies, we may use various third-party cookies to report usage statistics of the Site, deliver advertisements, and improve functionality. These third parties include, but are not limited to, web analytics providers and advertising networks.

## 4. Your Consent

By continuing to use our Site and not adjusting your browser settings, you are consenting to our use of cookies and other tracking technologies as described in this policy. When you first visit our Site, a cookie banner will appear, giving you the option to accept or manage your cookie preferences.

## 5. Managing Your Cookies

You have the ability to accept or decline cookies. While most web browsers automatically accept cookies, you can usually modify your browser settings to decline them if you prefer. Please note that if you choose to reject cookies, it may affect the availability and functionality of the Site, and certain features or personalized offers (like local ticket discounts) may not be available to you.

## 6. Contact Information

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

**Email:** [info@businesstransitionssummit.com](mailto:info@businesstransitionssummit.com)