

MNG Direct Cookie Policy

WELCOME

Welcome to the “Johnson & Johnson Diabetes Institute EventDirect Peer to Peer site” which is owned by MNG Direct, Inc. This Cookie Policy is designed to tell you about our practices regarding the collection of information from you when visiting our website through cookies and other tracking technologies.

OVERVIEW OF EU COOKIE CONSENT RULES

EU law requires organizations placing cookies through websites onto visitors’ computers to obtain their “consent” after providing clear and comprehensive information about how cookies are used on the websites.

In order to comply with this, we have taken four steps:

- (i) Identified cookies and other tracking technologies served through this website, the purposes they fulfill, and related information such as their expiry and whether they are first or third party cookies.
- (ii) Assessed the intrusiveness of these cookies on visitors’ expectations of Privacy, based on the information collected in (i) above.
- (iii) Provided ‘clear and comprehensive’ information about website cookies with the appropriate level of disclosure corresponding with the intrusiveness of each cookie.
- (iv) Used an appropriate strategy for obtaining consent for website cookies, taking into account their use and intrusiveness. Certain types of cookie may qualify for legal exemptions and, where this is the case, consent will not be required for these cookies.

CONSENT STRATEGIES USED ON THIS WEBSITE

European standards for obtaining consent to use cookies and similar tracking technologies (such as tracking pixels and website scripts) (“cookies”) continue to evolve and while prior, express consent strategies (or ‘opt-in’ strategies) represent the most legally robust solution for obtaining consent, they can impair visitor experience and adversely impact legitimate website data collection.

As an alternative, implied consent strategies enable us to infer consent where visitors do not refuse cookies (or ‘opt-out’), after providing prominent cookie disclosures and simple, readily-available cookie controls at a granular level (Consult the Cookie Settings Panel). This enables visitors to accept or refuse cookies used on the website.

The appropriate consent strategy will depend on the intrusiveness of the cookie, taking into account:

- who serves the cookie (i.e. a first or third party)
- what data the cookie collects
- what purposes it fulfils
- how long it endures

- nature of the website through which it is served.

For cookies requiring consent, we follow a three-tiered approach:

- **for cookies of low intrusiveness:** we make enhanced disclosures in the Cookie Policy and provide an easy means to opt out of cookies, and infer visitors' consent where they do not refuse cookies
- **for cookies of medium intrusiveness:** we use the same strategy as for low intrusiveness cookies and also make contextual disclosures about cookie use at appropriate points on the websites (e.g. making cookie disclosures around targeted adverts or other website functionality relies on these cookies)
- **for cookies of high intrusiveness:** we implement a prior consent strategy (for example, the use of a banner / pop-up requiring visitors to consent to these cookies before they are served).

Implied consent for most Cookies: Cookies deployed through this websites are of low to medium intrusiveness only. The information collected by Cookies on this website includes, IP address, browser type, operating system and some actions performed on this site.

This allows MNG Direct to statistically monitor how many people are using the web site, allows MNG Direct to determine how many people "click" on links from our sites, and helps MNG Direct determine for what purposes these actions are being taken.

MNG Direct may use Cookie information to determine the popularity of certain content. Cookies are also used to facilitate your login and serve as navigation aides and session timers.

Cookies used by the MNG Direct Solutions are also used to restrict use of the MNG Direct Solutions by people who are not approved for viewership.

You may set your browser to reject Cookies, but if you do so, you will limit the usefulness of the MNG Direct Solutions.

LINKS TO OTHER WEBSITES

This site may contain links or references to other websites. Please be aware that we do not control the cookies / tracking technologies of other websites and this Cookie Policy does not apply to those websites.

HOW TO CONTACT US

If you have any questions, comments, or concerns about this Cookie Policy or the information practices of this site, please contact us as follows:

MNG Direct
3331 Street Road, Suite 200
Bensalem, PA 19020
1.866.408.9242

CHANGES TO THIS COOKIE POLICY

If this Cookie Policy changes, the revised policy will be posted on this site. This Cookie Policy was last updated **January, 2016**.