



Cookies Policy for Jeel Sustainable Development

Last updated: [November,2024]

This Cookies Policy explains how **Jeel Sustainable Development** uses cookies and similar technologies to enhance your experience when you visit our website at www.jeelsd.org. By accessing or using our website, you consent to the use of cookies as described in this policy, unless you have disabled them.

What Are Cookies?

Cookies are small text files that are placed on your device when you visit our website. These cookies allow us to remember your preferences, help us provide essential services, and improve your browsing experience. We use both first-party and third-party cookies, and some cookies are essential for the functionality of our Website.

For the purposes of this document, we refer to cookies and other similar technologies (like web beacons, pixel tags, and scripts) collectively as "Trackers."

Types of Trackers Used on Our Website

We use the following types of Trackers to enhance your experience on our Website and to achieve specific purposes, as outlined below.

1. Necessary Trackers

These Trackers are essential for the functioning of our Website and to provide the services you request. They help in ensuring the security of your interactions, managing your session, and allowing features like donating or signing up for our newsletter.

- **Examples of Necessary Trackers:**

- **Session Cookies:** These cookies are automatically deleted when you close your browser. They allow us to maintain your session as you navigate through our Website.
- **Authentication Cookies:** These cookies help us recognize you when you log in to the Website, providing a seamless and personalized experience.

2. Functionality Trackers

These Trackers allow us to remember the choices you make (such as your preferred language or region) to enhance your experience on our Website. They may also be used to personalize content and provide a more tailored experience, particularly if you're accessing specific programs or services related to Jeel's work.

- **Examples of Functionality Trackers:**

- **Language Preference Cookies:** These remember the language you selected, so you don't have to choose it again on each visit.
- **Newsletter Subscription Cookies:** To help us manage and deliver relevant content to you via our newsletter.

3. Performance and Analytics Trackers

These Trackers help us understand how visitors interact with our Website, so we can improve its functionality and content. We use this information to make data-driven decisions about the services we provide and to enhance your experience.

- **Examples of Performance and Analytics Trackers:**

- **Google Analytics:** Used to analyze traffic, measure performance, and gather insights about how visitors use our Website.
- **FullStory:** Helps us monitor user interactions and identify areas where we can improve the Website.

These Trackers may collect non-identifiable information such as the number of visitors, the pages they visit, how long they stay on our site, and how they arrived at the Website.

4. Marketing and Advertising Trackers

These Trackers are used to deliver relevant ads and content based on your interests, both on our Website and on other platforms. We use marketing cookies to optimize our outreach efforts, including ads for Jeel's campaigns, projects, and events. They help us understand the effectiveness of our advertising and improve our campaigns.

- **Examples of Marketing Trackers:**

- **Google Ads:** Used for remarketing and displaying ads relevant to you as you browse other websites.
- **Facebook Pixel:** Allows us to target ads on Facebook and Instagram to users who have shown interest in our Website.
- **Meta Ads Conversion Tracking:** Helps us track the performance of ads and campaigns run on Facebook and Instagram.

How We Use Trackers

- **To Provide Core Website Features:** Some Trackers are essential for the basic operation of the Website, such as enabling donations, enabling login functionalities, and other core actions.
- **To Improve User Experience:** We use Trackers to analyze user behavior and improve content, design, and functionality.

- **For Communication and Engagement:** We use cookies to help us communicate better with users, such as sending tailored newsletters or providing personalized information about Jeel's initiatives.
- **To Optimize Marketing Efforts:** Trackers help us measure the effectiveness of our campaigns and advertisements, ensuring we reach the right audience with the right message.

How to Manage Cookies and Tracker Preferences

You can control and manage your cookie preferences by adjusting the settings in your browser. Most modern browsers allow you to control the use of cookies, including accepting or rejecting them.

To manage cookies, you can:

- **View and Delete Cookies:** You can see what cookies have been set on your device and clear them at any time.
- **Block Cookies:** You can set your browser to block all cookies or to notify you when a cookie is being placed.
- **Granular Control:** Some browsers allow you to manage your cookie preferences by category (e.g., performance cookies, marketing cookies). This level of control is often found in browsers like Google Chrome, Mozilla Firefox, and Safari.

For detailed instructions, you can refer to the help section of your browser:

- **Google Chrome:** Manage cookies in Chrome
- **Mozilla Firefox:** [Manage cookies in Firefox](#)
- **Apple Safari:** [Manage cookies in Safari](#)
- **Microsoft Edge:** [Manage cookies in Edge](#)

Additionally, you can manage tracking preferences for mobile apps through your device settings.

How to Opt-Out of Interest-Based Advertising

In addition to managing cookies, you can opt out of interest-based advertising by following these options:

- **YourOnlineChoices** (EU/UK)
- **Network Advertising Initiative (NAI)** (US)
- **Digital Advertising Alliance (DAA)** (US)
- **DAAC** (Canada)

These platforms allow you to set preferences for tracking tools used for advertising across various websites and services. You can also download the **AppChoices** app to manage mobile ads.

Consequences of Disabling Trackers

You have the right to disable or block cookies and similar technologies. However, please be aware that disabling certain cookies may impact your experience on our Website. Some features, such as making donations or subscribing to our newsletter, may not function properly if cookies are disabled.

Owner and Data Controller

Jeel Sustainable Development

Lebanon, Saida, Riad Soloh Str.

Email: info@jeelsd.org

For any questions or concerns regarding this Cookies Policy or our data collection practices, please contact us at the provided contact information.

Changes to This Cookies Policy

We may update this Cookies Policy from time to time. Any changes will be posted on this page with an updated "Last Updated" date. We encourage you to review this policy periodically to stay informed about how we use cookies and other tracking technologies.

Definitions and Legal References

- **Cookies:** Small pieces of data sent from a website and stored on the user's device.
- **Trackers:** A general term for cookies, pixel tags, web beacons, or other technologies that allow us to collect and store information.
- **User:** Any individual who visits our Website or interacts with our services.