

Helping Customers with consent obligations

Cookie consent mechanism on webinar pages

Cookie law – how this may affect you?

In some countries, especially in the European Economic Area and the UK, there have been introduced detailed and restrictive laws that create obligations for digital businesses to give their visitors/end users information, among others, about the use of personal data, their sharing to other entities, as well as the use of cookies and other local storage technologies. In addition, these laws often require obtaining consent for such data-related activities. If you use ClickMeeting Platform in the European Economic Area and use certain features within the Platform it is likely that the obligations mentioned above apply to you, since the webinar pages and the webinar itself are under your control or that of your client.

We prepared this manual to provide ClickMeeting Customers with information and simple solutions that could help them meet their legal obligations resulting from data protection laws pertaining to cookies and similar technologies.

Cookies and other technologies on webinar pages

The use of certain features within ClickMeeting Platform, that is Social Media Sharing, analytics & remarketing integrations like Google Tag Manager, Facebook Pixel and Google Analytics involve the use of third party cookies or other local storage that are not strictly necessary to render the service to your web page visitor/attendee. If you decide to activate such features, then under certain laws, especially in the European Economic Area and the UK, this may require that you are under a legal duty to provide certain privacy notice and/or obtain legally valid consents from your visitors and attendees.

Below you may find an instruction on how you can manage cookies and similar technologies and collect consent, should you find it necessary to assure compliance with the applicable laws:

1. You may consider creating your own consent solution or simply use a third party free or paid tool for collecting cookie consents and managing cookies (we do not endorse using any particular solution and strongly recommend consulting a lawyer whether a given solution is proper for your circumstances and how it should be configured to assure compliance with the law that applies to you);
2. In order to implement the consent tool on webinar pages:
 - a. you need to have a Google Tag Manager account;
 - b. you should configure Google Tag Manager for the use of the consent tool - sample instructions are usually available on the website of the consent tool provider you selected;
 - c. you should use ClickMeeting integration with Google Tag Manager to implement the consent tool;
 - d. when configuring the consent tool please ensure that the following types of cookies are marked "necessary" to assure the optimal display of your webinar pages:
 - i. Lang (cookies used to remember user's language version of the webpage);
 - ii. Clickmeeting.session (session cookie used to allow registering to the webinar);
 - iii. Unsplash (ugid), if used by you (cookie used to display an image chosen by the Customer

- from the Unsplash gallery);
- iv. Cookie consent or similar (technology provided by the consent tool itself in order to work properly on the webinar page).

The detailed information on all cookies and other technologies placed on webinar pages by ClickMeeting are available [here](#). We encourage you to make use of the information provided there if you intend to provide your visitors and attendees with privacy notice and obtain their consent for the use of cookies and similar technologies. Please remember that you need to adjust the information to suit your circumstances, especially your use of cookies and data.

ClickMeeting's use of cookies

Cookies and other similar technologies placed by ClickMeeting on your ClickMeeting Account domain, for instance webinar registration page, waiting room, profile page, are used to render the service to you and your attendees, not to serve any advertisements. Also, the collected data are not matched with any personal data of attendees - this means that data from cookies and similar technologies remain traffic data (non-personal data), not personal data. In addition, ClickMeeting does not track webinar attendees' behavior on other websites.

ClickMeeting does not base the processing of attendees' data contained in cookies and other similar technologies on user's consent, but on the legitimate legal purpose – they are strictly necessary in order for the provider of an information society service (here: ClickMeeting) explicitly requested by the subscriber or user (here: You and attendee or webpage visitor) to provide the service (for instance: accessing the webinar, displaying images selected by you as a web page background). This is permissible under Article 5 (3) of the Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications).

The detailed and complete list of cookies and similar technologies that may be used on webinar pages and their description is available [here](#). Typically, the following cookies may be placed:

- a. Facebook Connect, Twitter Button, Twitter Syndication – technologies used for the purpose of allowing sharing the information about the webinar on social media directly from the registration page <https://clickmeeting.com/tools/social-media-sharing>
- b. Lang – cookies used to remember user's language version of the webpage
- c. Clickmeeting.session – session cookie used to allow registering to the webinar
- d. Unsplash (ugid) – cookie used to display an image chosen by the Customer from the Unsplash gallery