



Introduction

This policy explains our use of cookies and related technologies that we use to operate, improve, and protect our website. We ask that you read this Cookie Policy carefully as it contains important information on our use of cookies or similar technologies on our website. This policy should be read together with our Privacy Policy (available at <https://impactconnects.com>) which explains how and why we collect, store, use and share personal information.

Who We Are

This website is operated by Impact of Minnesota. (“Impact”). We enhance and execute our clients’ marketing process to achieve remarkable results. They value us as a skilled resource to help improve performance amidst expanding brands, more marketing channels and budget pressure. We provide resources in direct response marketing execution, fulfillment, and critical documents.

Our Website

This Cookie Policy only governs use of our website, <https://impactconnects.com>, (the “Site”). Throughout our website, we may link to other websites owned and operated by certain third parties who may also use cookies or similar technologies in accordance with their own separate privacy and cookie policies. For privacy information relating to these other third party websites, please consult their privacy and cookie policies as appropriate.

What Cookies Are

A cookie is a small file that is placed onto your device (e.g., computer, smartphone or other electronic device) that stores information when you visit a website. Pixel tags (also called web beacons, clear gifs, or tags) are a similar technology that consists of small images or snippets of code that can help the website owners learn how you interact with websites and emails. Cookies allow websites to save all sorts of useful information, which helps websites improve your online experience.

Why We Use Cookies

Impact uses cookies and related technologies on our website to help us recognize your device as a repeat visitor, and enable certain website features and functionalities. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

Specifically, we use cookies and other similar technologies on this website to:

- Help users complete tasks without having to re-enter information when browsing from one page to another or when visiting the site later.
- Support security and authentication features on our website;
- Obtain information about your preferences and use of our website;
- Carry out research and statistical analysis to help improve our content, products, and services, and to help us better understand our users’ requirements;
- Improve the speed and performance of our website; and
- Make your online experience more enjoyable and efficient.

Types of Cookies

The cookies we place on your device fall into one of the following two categories:

- **Session cookies:** these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards.
- **Persistent cookies:** these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache.

The cookies that we place on your device may also be:

- **Strictly necessary cookies:** these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, we could not provide you with functional access to the website.
- **Performance cookies:** these cookies collect information about how you use our website, for example, which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous, and is only used to improve how our website works.
- **Marketing cookies:** also known as advertising cookies, these cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our website and help measure the effectiveness of the advertising campaign. Impact does not use first-party marketing cookies on our website. However, in some cases, our partners may use cookies to provide us with information about your interactions with their services. These cookies remember that you have visited a website, and this information is shared with other organizations such as advertisers. Those third-party cookies would be subject to the third party service's policies.

You can opt-out of online behavioral advertising cookies and similar technologies by using the Digital Advertising Alliance's Consumer Choice Tool available [here](#), Canadian users may visit <https://youradchoices.ca>, or if located in the European Union you can make your choices [here](#). Please note you may continue to receive generic ads.

Controlling Cookies

Your browser may give you the ability to control some types of cookies. If you do not want to accept the kinds of cookies you can control, you can change your browser settings so that certain types of cookies are not accepted.

If you turn off any cookies, please be aware that you may lose some of the functionality of this website. For more information about cookies and how to disable them please check one or more of the following resources:

<http://www.allaboutcookies.org/>

<https://ico.org.uk/for-the-public/online/cookies/>.

You can also read more about how specific browsers regulate cookies here:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Edge](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)

- [Android Browser](#)
- [Opera](#)

How to Contact Us

Please contact us if you have any questions about this Cookie Policy or the information we hold about you. You can reach us by email at info@impactconnects.com, or by mail to:

Impact, 4600 Lyndale Ave North, Minneapolis, MN 55412

Our Do Not Track Policy

Certain browsers have “do not track” features that allow you to tell a website not to track you over time and across websites. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop. Many of these options are specific to your device or browser.

Changes to This Policy

This Cookie Policy is effective from October 5th, 2021. We may update this policy from time to time. If we do, we’ll let you know about any material changes, either by notifying you on the Site or by sending you an email. If you keep using our Site after a change, that means you accept this Policy.