Cookie Policy

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies**. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Analytical/performance cookies**. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookies used in Hackett public websites:

- www.thehackettgroup.com
- www.relconsultancy.com
- www.answerthink.com
- www.aecus.com
- www.aecusinterims.com
- www.jibeconsulting.com

Cookie	Name	Type/Purpose	More information
google-analytics.com	analytics.js	**Type:** Analytical/performance cookie **Cookie Expiration:** 2 years or until the visitor clears their cookies The analytics.js JavaScript library is part of Universal Analytics and uses first-party cookies to: • Distinguish unique users • Throttle the request rate The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website. When using the recommended JavaScript snippet, analytics.js sets cookies on the highest level domain it can. For example, if your website address is blog.example.co.uk, analytics.js will set the cookie domain to .example.co.uk. Setting cookies on the highest level domain possible allows users to be tracked across subdomains without any extra configuration.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage https://www.google.com/policies/technologies/types/ **Cookie Expiration:** Every time a hit is sent to Google Analytics, the cookie expiration time is updated to be the current time plus the value of the cookieExpires field. This means that if you use the default cookieExpires time of two years, and a user visits your site every month, their cookie will never expire.
google-analytics.com	ga.js	**Type:** Analytical/performance cookie **Cookie Expiration:** 2 years or until the visitor clears their cookies The ga.js JavaScript library uses first-party cookies to: • Determine which domain to measure • Distinguish unique users • Throttle the request rate • Remember the number and time of previous visits • Remember traffic source information • Determine the start and end of a session • Remember the value of visitor-level custom variables The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website. By default, this library sets cookies on the domain specified in the document.host browser property and sets the cookie path to the root level (/).	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage **Cookie Expiration:** Every time a hit is sent to Google Analytics, the cookie expiration time is updated to be the current time plus the value of the cookieExpires field. This means that if you use the default cookieExpires time of two years, and a user visits your site every month, their cookie will never expire. https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#gajs

| google-analytics.com googleadservices.com | conversion.js wcm.js | **Type:** Analytical/performance cookie
Cookie Expiration: 2 years or until the visitor clears their cookies

Conversion tracking involves setting a cookie in a user's browser when they click or view an ad. If the user clicks your ad and reaches one of your conversion pages, their browser sends the cookie to a Google server, and a small conversion tracking image is displayed on your site. When such a match is made, Google records a successful conversion for you.

Conversions are only tracked for customers that are able to download images and that have cookies enabled for their web browsers. Although this is the default setting for most browsers, users who don't accept the conversion tracking cookies won't be included in your conversion statistics. | https://support.google.com/adxbuyer/answer/165288?hl=en

How AdWords tracks website conversions
https://support.google.com/adwords/answer/7521212 |

google-analytics.com doubleclickbygoogle.com doubleclick.net		**Type:** Analytical/performance cookie **Cookie Expiration:** 2 years or until the visitor clears their cookies DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. The cookie ID in each DoubleClick cookie is essential to these applications. For example, DoubleClick uses cookie IDs to keep a log of which ads show to which browsers. When it's time to serve an ad to a browser, DoubleClick can use the browser's cookie ID to check which DoubleClick ads have already been delivered to that particular browser. That's how DoubleClick avoids showing ads the user has already seen. In the same way, cookie IDs allow DoubleClick to log conversions related to ad requests—such as when a user views a DoubleClick ad and later uses the same browser to visit the advertiser's website and make a purchase. DoubleClick sends a cookie to the browser after any impression, click, or other activity that results in a call to the DoubleClick server. If the browser accepts the cookie, the cookie is stored on the browser. Most commonly, DoubleClick sends a cookie to the browser when a user visits a page that shows DoubleClick ads. Pages with DoubleClick ads include ad tags that instruct browsers to request ad content from the DoubleClick ad server. When the server delivers the ad content, it also sends a cookie. But a page doesn't have to show DoubleClick ads for this to happen; it just needs to include DoubleClick ad tags, which might load a click tracker or impression pixel instead. DoubleClick cookies contain no personally identifiable information. With the user's and publisher's permission, information associated with the DoubleClick cookie may be added to the user's Google Account.	Google offers many products, including AdSense, AdWords, Google Analytics, and a range of DoubleClick-branded services. When you visit a page or see an ad that uses one of these products, either on Google services or on other sites and apps, various cookies may be sent to your browser. https://support.google.com/adsense/answer/2839090?hl=en

| eloqua.com | elqCfg.min.js script.js | **Type:** Analytical/performance cookie
Cookie Expiration: 2 years or until the visitor clears their cookies

The Eloqua asynchronous tracking scripts allow you to track visits to your website seamlessly and without affecting the page load time of visitors.

Visitors are remembered based on a cookie value stored in their browser. There are two types of cookies: first-party and third-party.

In the case of third-party cookies, upon the first request to a tracked website made by the visitor, a cookie with the .eloqua.com domain is created and populated with a unique identifier, even if the website is not on the eloqua.com domain. This unique identifier (GUID) does not contain any information about the visitor, and is only used to correlate return visits by the same visitor. Unless the visitor clears cookies from the browser, this GUID remains constant and will continue to track his or her online activity.

Tracking scripts determine this is a new (first-time) visitor to the domain and adds a first-party cookie with a computer-specific GUID to to his computer. All activity on is tracked using the first-party cookie added above. The first-party cookie tracks all activity on the domain. A first-party cookie for www.eloqua.com is added to Firefox. Since is a different domain, the cookie added above is treated as a third-party cookie, as does not have visibility into user activity on www.eloqua.com. The first-party Eloqua.com cookie is associated with user contact record. (The cookie is not associated with his record.) | Oracle\| Eloqua is a marketing automation Software as a Service (SaaS) company that develops marketing and demand generation software and services…

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjgpsulzcPWAhUqxVQKHcgvAvUQFggmMAA&url=http%3A%2F%2Fdocs.oracle.com%2Fcloud%2Flatest%2Fmarketingcs_gs%2FOMCAA%2Fpdf%2FAsynchronousVisitorTrackingScripts.pdf&usg=AFQjCNG5kp8xXjqjwErtW7zKG0rc5GXHdQ |

Cookies used in Hackett Member Center:

- https://member.thehackettgroup.com

Cookie	Name	Type/Purpose	More information
Member	Member cookies.js	**Type:** Strictly necessary cookie **Cookie Expiration:** Session cookie and expires as soon as session is closed or when the visitor clears their cookies This cookie is essential for our site to: Estimate our audience size and usage pattern. Speed up your searches. Allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to store items in an electronic shopping basket between visits. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim. The cookies we are using in Hackett membership portal mainly for user Auto login purpose. Like Maintaining user credentials, when user profiles newly registered, Updated the existing profile and resetting passwords.	

| [COOKIE TITLE] | [COOKIE NAME] | [DESCRIPTION OF THE PURPOSE FOR WHICH THE COOKIE IS USED]

Examples of purposes for which a cookie may be used:

This cookie [is essential for our site to][enables us to]:

[Estimate our audience size and usage pattern.]

[Store information about your preferences, and so allow us to customise our site and to provide you with offers that are targeted at your individual interests.]

[Speed up your searches.]

[Recognise you when you return to our site.]

[Allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to store items in an electronic shopping basket between visits. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim.]

[OTHER PURPOSES] | [WHERE APPROPRIATE, INSERT LINK TO EXTERNAL INFORMATION] |

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire on the earlier of 24 months or until the visitor clears his/her cookies.