

IPA Website Cookie Notice

Introduction

This cookie notice for Innovations for Poverty Action. (“IPA”, “we”, “us”, or “our”), our use of cookies when you use our engage with us or use our services.

We keep this notice under review and will reflect any updates or changes to practice within this notice (to reflect changes in operations and the way we process your information). This notice was last updated on 19 December 2024.

What are cookies

Cookies are small pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you. A number of cookies we use last only for the duration of your web session (“session cookies”) and expire when you close your browser. Other cookies are used, for example, to remember you when you return to the site and will last for longer (“persistent cookies”). Cookies are uniquely assigned to your device and are sent back to the originating website on each subsequent visit (if they last longer than a web session) or to another website that recognizes that cookie.

You can learn more about cookies in general by visiting www.allaboutcookies.org. This site provides more useful information on what they are and how to block them using different types of browsers. For information on interest-based advertising and the measures you can take to protect your privacy online, you can visit www.youronlinechoices.com.

Our Website uses first-party and third-party cookies to provide services and resources you may have requested during your navigation. We classify these cookies into the following categories:

Strictly necessary cookies - to provide the service, application, and other essential functionalities of our Website or Platform.

Functional cookies - to provide enhanced performance for some Website or Platform resources and services as well as sometimes to adopt a higher level of personalization on user experience.

Performance cookies - to provide quantitative measurement of our Website and Platform and their resources used for purposes like troubleshooting and analytics.

Targeting cookies - to provide behavioural advertising and re-marketing of analytical data

What cookies do we use on our website

Strictly Necessary Cookies

These cookies are set to provide the service, application, or resource requested. Without these cookies, your request cannot be delivered appropriately, and our Website may not function as expected or in a secure way. These trackers are set to manage essential actions, such as requesting website visual elements, page resources, or user login/logoff. We can also use these cookies to set up essential functionalities to guarantee the security and efficiency of the service requested, like authentication and load balancer requests.

First or Third Party	Host	Cookie Name	Description	Expiration
First Party	donate.poverty-action.org	XSRF-TOKEN	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks. This cookie helps with site security in preventing Cross-Site Request Forgery attacks.	Session
First Party	donate.poverty-action.org	__cfuid	Cookie associated with sites using CloudFlare, used to identify trusted web traffic.	1 Year
First Party	donate.poverty-action.org	__cf_bm	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management.	Session
First Party	donate.poverty-action.org	acceptCookies	This cookie name is used to store the user's consent for the use of cookies on the website.	1 Year
First Party	donate.poverty-action.org	_cfuid	The _cfuid cookie is used by Cloudflare to distinguish individual users who share the same IP address for the purpose of enforcing rate limiting rules.	1 Year
First Party	donate.poverty-action.org	connect.sid	This cookie used as for session state management.	1 Year
First Party	donate.poverty-action.org	sid	This cookie used as for session state management.	1 Year
First Party	donate.poverty-action.org	CSRF-TOKEN	This cookie name is used to prevent cross-site request forgery (CSRF) attacks by ensuring that each request sent to the server is from the authenticated user.	1 Year

First Party	donate.poverty-action.org	__stripe_mid	Stripe is used to making credit card payments. Stripe uses a cookie to remember who you are and to enable the website to process payments without storing any credit card information on its own servers.	1 Year
First Party	donate.poverty-action.org	__stripe_sid	Stripe is used to making credit card payments. Stripe uses a cookie to remember who you are and to enable the website to process payments without storing any credit card information on its own servers.	Session
Third Party	m.stripe.com	m	This domain is associated with Stripe, a company that provides payment processing software and application programming interfaces for e-commerce websites and mobile applications. For fraud detection, this cookie allows Stripe to assess the risk associated with a transaction.	1 Year
Third party	washingtonpost.com	wp_ak_v_v	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 month
Third party	washingtonpost.com	wp_ak_ob	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Month
Third party	washingtonpost.com	wp_ak_om	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Month
Third party	washingtonpost.com	wp_ak_signinv2	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Month
Third party	washingtonpost.com	wp_geo	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Month
Third party	washingtonpost.com	ak_bmsc	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	Session
Third party	washingtonpost.com	wp_ak_v_mab	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	Session

Third party	washingtonpost.com	wp_ak_wab	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Year
Third party	washingtonpost.com	wp_devicetype	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	1 Year
Third party	washingtonpost.com	wp_ak_kywrld_ab	This third-party cookie is generated when the user clicks on a page on the IPA website that links out externally to an article on the Washington Post website.	14 Days
Third Party	vimeo.com	__cf_bm	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management.	Session
Third Party	classy.org	__cf_bm	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management.	Session
Third Party	myfonts.net	__cf_bm	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management.	Session

Functional Cookies

These cookies are set by us or by third party service providers we use to implement additional functionalities or to enhance features and performance. However, they are not directly related to the service you requested. Services and functionalities implemented by these cookies support features like an automatically filled text box, live web chat platform, non-necessary forms, and optional security parameters.

Analytical/Performance

These cookies are set to provide quantitative measures of Website and Platform visitors. Information collected with these cookies is used in operations to measure website or software Key Performance Indicators (KPIs), such as for Website or Platform performance, troubleshooting, or analytics. With these cookies, we can count visits and traffic sources to improve the performance of our Website and our ads and Platform. If you do not allow these cookies, we will not know when you have visited our website.

First or Third Party	Host	Cookie Name	Function	Expiration
First Party	poverty-action.org	_gax	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier.	1 Year

First Party	poverty-action.org	_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited._gid	Session
First Party	poverty-action.org	_gat_UA-6770433-1	Google Analytics cookie	Session
First Party	poverty-action.org	_ga_xxxxxxxxx	Used by Google Analytics to identify and track an individual session with your device.	1 year
First Party	poverty-action.org	optimizelyEndUserId	Cookie set by the Optimizely website optimization platform. This cookie is a unique user identifier	5 months
First Party	poverty-action.org	ahoy_visit	This cookie name is associated with powr.io which is used to register statistical data on visitors' behavior on the website for internal analytics by the website operator.	Session
First Party	es.poverty-action.org	ahoy_visit	This cookie name is associated with powr.io which is used to register statistical data on visitors' behavior on the website for internal analytics by the website operator.	Session
First Party	poverty-action.org	_gac_UA-6770433-1	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier.	2 months
First Party	poverty-action.org	_gclxxx	This cookie is set by Google Analytics and is used to store and track conversions. Google conversion tracking cookie	2 months
First Party	fr.poverty-action.org	ahoy_visit	This cookie name is associated with powr.io which is used to register statistical data on visitors' behavior on the website for internal analytics by the website operator.	Session

Third Party	www.google-analytics.com	ar_debug	This domain is associated with Google Analytics, which provides statistical information about website usage.	2 months
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Targeting Cookies

Our advertising partners set these cookies to provide behavioural advertising and re-marketing analytical data. They collect any type of browsing information necessary to create profiles and understand user habits to develop an individual and specific advertising routine. The profile created regarding your browsing interest and behaviour is used to customize the ads you see when you access other websites.

First or Third Party	Host	Cookie Name	Function	Expiration
First Party	poverty-action.org	_hp2_ses_props.#####	This cookie is set by Heap Analytics to track user session properties for analytics purposes. This cookie is used by Heap Analytics to track user behavior on the website. Cookies in this domain have lifespan of 2 years.	0 Days
First Party	poverty-action.org	_hp2_id.#####	This cookie is set by Heap Analytics to track user behavior on the website. The cookie helps in tracking user interactions such as clicks, taps, and pageviews to help website owners understand how their site is being used. This cookie is used by Heap Analytics to track user behavior on the website. Cookies in this domain have lifespan of 2 years.	1 Year
First Party	Engage.poverty-action.org	visitor_id759073-hash	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.	1 year
First Party	engage.poverty-action.org	visitor_id#####	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.	5 Months
First Party	engage.poverty-action.org	pardot	Cookie name associated with services from marketing automation and lead generation platform Pardot.	0 Days

Third Party	doubleclick.net	test_cookie	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	0 Days
Third Party	google.com	NID	This domain is owned by Google Inc. Although Google is primarily known as a search engine, the company provides a diverse range of products and services. Its main source of revenue however is advertising. Google tracks users extensively both through its own products and sites, and the numerous technologies embedded into many millions of websites around the world. It uses the data gathered from most of these services to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customer's adverts appear.	6 Months
Third Party	pi.pardot.com	pardot	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes.	0 Days
Third Party	youtube.com	YSC	This cookie is used as an identifier to track a user's viewing of videos, to remember user input and associate a user's actions.	1 Year
Third Party	youtube.com	VISITOR_INFO1_LIVE	This cookie is used as a unique identifier to track viewing of videos	5 months
Third Party	pardot.com	visitor_id759073-hash	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.	1 Year
Third Party	www.google.com	_GRECAPTCHA	This domain is owned by Google Inc. It is used for various services provided by Google, including search, email, cloud storage, and advertising.	5 Months
Third Party	doubleclick.net	IDE	This cookie is used for tracking website clicks related to Google Ad Grants search ads.	1 Year

Third Party	pardot.com	visitor_id#####	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes.	1 Year
Third Party	youtube.com	__Secure-ROLLOUT_TOKEN	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	5 Months
Third Party	youtube.com	VISITOR_PRIVACY_METADATA	This cookie is used to track and enrich the user's privacy settings on the YouTube platform.	5 Months

Changes

We may change the type of third-party service providers that place cookies on our Platform and Website and amend this cookie notice at any time by posting the amended version on our Website. Unless applicable laws require additional notice or consent, this will serve as your notification of these changes.

Some of the provisions in this cookie notice may also be superseded by provisions or notices published elsewhere on our Website.

Contacting Us

If you have any questions about this notice, please contact us at:

Email: DPO@poverty-action.org