Analytics and Online Advertising

DePelchin Children’s Center has implemented Google Analytics for Display Advertising and Demographics and Interest Reporting on the Site. DePelchin Children’s Center uses Google's Interest-based advertising or third-party audience data to better understand our website visitors and to help refine our online ad campaign strategies.

DePelchin uses Remarketing pixels with Google Analytics and other third-party vendors to advertise online. DePelchin and third-party vendors, including Google, use first-party cookies and third-party cookies together to inform, optimize and serve DePelchin ads on sites across the Internet, based on a given user's past visits to this Site.

You can opt-out of Google Analytics for Display Advertising and any associated advertising placement and tracking features by modifying your Ads Settings or by downloading this browser extension. For more information on how Google Analytics may use your data, you may review its policy entitled “How Google uses data when you use our partners' sites or apps”.

Additionally, using the settings of your Internet or mobile browser, you can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. Consult your browser Help menu or the vendor documentation for your specific software to learn the correct way to modify your cookies. If you choose to turn off cookies, you may not have access to many features that make your browsing of our Site smoother, and some of our services may not function properly. If you continue to use our Site without changing your settings, you consent to our use of cookies and other tools on the Site.

Third parties, including Facebook, may use cookies, web beacons and other storage technologies to collect or receive information from this Site and elsewhere on the Internet and use that information to provide measurement services and target ads. If you don't want Facebook to use information based on your activity on this Site or apps off Facebook for the purpose of showing you ads, you can opt out in your Ad Settings. Learn more about online interest-based advertising from Facebook and see Facebook's Data Policy for more information about their data practices.

If you do not want us to collect information about your geographic location, you must disable the technology that transmits this information.