

Cookies Policy

Challenges Abroad North America — challengesabroad.com/north-america/

Last updated: 6 August 2026

This Cookies Policy explains how Challenges Abroad Ltd (“Challenges Abroad”, “we”, “us”, “our”) uses cookies and similar tracking technologies on challengesabroad.com/north-america/ (the “Website”), why we use them, and the choices available to you. It should be read alongside our Privacy Policy, which explains more generally how we collect and use personal data.

1. What Are Cookies?

Cookies are small text files that are placed on your computer, phone, or other device when you visit a website. They are widely used to make websites work, work more efficiently, and to provide information to the owners of a site. Cookies may be “persistent” (remaining on your device until they expire or you delete them) or “session” cookies (deleted once you close your browser). We also use similar technologies, such as pixels, tags, and local storage, which we refer to collectively as “cookies” in this policy.

2. How We Use Cookies

We use cookies for the following broad purposes:

- **Strictly Necessary** — to enable core functionality such as page navigation, secure areas, and enquiry forms.
- **Analytics and Performance** — to understand how visitors use our Website so we can improve it, including through session recordings and heatmaps.
- **Marketing and Advertising** — to deliver and measure the performance of our marketing, including on social media, and to show you relevant content about our programmes on other websites.

The table below sets out the categories of cookies used on the Website in more detail.

Strictly Necessary Cookies

These cookies are essential for the Website to function and cannot be switched off in our systems. They are usually set only in response to actions you take, such as submitting an enquiry form, setting privacy preferences, or navigating between pages. You can set your browser to block these cookies, but some parts of the Website may not work as intended.

Provider / Purpose	Function	Typical duration
WordPress — core website platform	Core website functionality	Session
Complianz — cookie consent management	Remembers your cookie consent preferences	Up to 1 year
Google reCAPTCHA	Spam and bot protection on forms	Up to 6 months
Stripe	Payment processing and fraud prevention	Up to 1 year

Analytics and Performance Cookies

We use analytics cookies to understand how visitors interact with our Website — for example, which pages are visited, how long visitors stay, and how they arrived at the site. We deploy these tools via Google Tag Manager (container GTM-PTG88B4J), which we use to load analytics and session-recording scripts such as Google Analytics and Microsoft Clarity. This information is aggregated and used to improve our Website and the content we offer. This table was last verified against a live cookie scan of the Website on 13 August 2026.

Provider	Purpose	Typical duration
Google Analytics	Measures and reports on website usage and traffic sources	Up to 2 years
Microsoft Clarity	Session recordings, heatmaps, and a unique visitor identifier	1 day – 1 year
Elementor	Anonymous statistics on page-builder actions taken on the Website	Persistent
Mixpanel	Product and website usage analytics	Provider-set

Marketing and Advertising Cookies

We work with social media and advertising partners to promote our programmes to a North American audience. These partners may set cookies through our Website (often via Google Tag Manager) to build a profile of your interests and show you relevant adverts about Challenges Abroad, and to measure the effectiveness of our campaigns. We promote our programmes through channels including Facebook, Instagram, YouTube, LinkedIn, and TikTok.

Provider	Purpose	Typical duration
Meta (Facebook / Instagram)	Ad targeting and measurement; social sharing	Up to 90 days
LinkedIn	Ad targeting and measurement	Up to 2 years
TikTok	Ad targeting and measurement	Up to 13 months
YouTube (Google)	Video embeds and ad measurement	Up to 2 years
Google Fonts	Delivers webfonts used on the Website; reads visitor IP address	Expires immediately

Note: exact providers, cookie names, and durations may change as our marketing tools evolve. Where our cookie consent tool is in place, this table reflects the categories offered there.

Our most recent scan also detected a small number of leftover technical cookies from website-building tools and a pre-launch "under construction" plugin that are not linked to visitor tracking. These are catalogued in full in our detailed cookie inventory and are being reviewed for removal.

3. Legal Basis and Your Consent

Cookie law varies across the United States. There is no single federal law governing the use of cookies, but a number of states — including California under the California Consumer Privacy Act (CCPA/CPRA), and others such as Virginia, Colorado, and Connecticut — give residents specific rights regarding the sale or sharing of personal information for targeted advertising. Where our cookie consent tool is displayed, you can accept, reject, or customise non-essential cookies by category. If you are a resident of a state with these rights, you may also be able to opt out of the “sale” or “sharing” of personal information for advertising purposes; see our Privacy Policy for details on exercising this right.

This Website uses a cookie consent management tool that lets you accept, reject, or customise cookies by category (e.g. Functional, Statistics, Marketing) the first time you visit, and at any time afterwards via the cookie preferences link.

4. Managing Cookies in Your Browser

In addition to the controls we provide, most web browsers allow you to control cookies through their settings. You can typically:

- View what cookies you have and delete them individually.
- Block third-party cookies.
- Block cookies from particular sites.
- Block all cookies from being set.
- Delete all cookies when you close your browser.

Please note that if you choose to block or delete cookies, some features of our Website may not function correctly. For guidance on managing cookies in common browsers, see:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Microsoft Edge](#)

You can also opt out of interest-based advertising from many providers via:

[Your Online Choices](#) (EU/UK), optout.aboutads.info (US), or optout.networkadvertising.org

5. Third-Party Content

Some pages on our Website may embed content or links from third parties (for example, social media posts, video, or review widgets). These third parties may independently set their own cookies when you interact with that content, over which we have no control. Please refer to the relevant third party's own cookie or privacy policy for more information.

6. Changes to This Policy

We may update this Cookies Policy from time to time to reflect changes in the cookies and technologies we use, or for legal or regulatory reasons. Any changes will be posted on this page with an updated “Last updated” date. We encourage you to review this page periodically.

7. Contact Us

If you have any questions about this Cookies Policy or how we use cookies, please contact us:

- Email: hello@challengesabroad.com
- Via our enquiry form at challengesabroad.com/north-america/
- By post: 444 West Lake Street, Suite 1700, 17th Floor, Chicago, IL 60606, USA

For more information about how we handle your personal data more broadly, please see our:

[Privacy Policy](#).