BID Bulletin
Riverside Downtown Business Improvement District

DOWNTOWN RIVERSIDE
The *art* of the City

In This Issue:

The next monthly luncheon will be held on Tuesday, July 25
at Romano's Pizzeria and Sports Bar
and will feature City Manager, John Russo.

The cost of the luncheon is $20 with reservation by Friday prior to the meeting, or $22 at the door.

Please call the RDP Office
at (951) 781-7335 for reservations.

*Reservations not cancelled
by the prior Friday will be charged.*

The meeting is sponsored by

BB&K

RIVERSIDE DOWNTOWN PARTNERSHIP

2017 Junior Olympics of Synchronized Swimming Comes to Riverside

The Riverside Aquettes Swim Club is hosting the USA Synchro's Jr. Olympics at the Riverside Aquatics Complex from June 29th to July 8th. This event is bringing in approximately 1,100 athletes, as well as coaches and parents, with the majority staying in downtown hotels.

Spectators have long been awed by the grace and power of synchronized swimming since the inception of the sport in the early 1900s. Synchronized swimming requires a unique combination of overall body strength and agility, grace and beauty, split-second timing, musical interpretation, stamina and dramatic flair. The event was first included in the Olympic Games in 1984, with the United States winning the first solo and duet Olympic gold medals.

On Saturday, July 1st to Sunday July 2nd the competition will begin with the 12 and under categories, followed by the 13 to 15 categories on July 3rd and 4th. From July 5th to 8th, the competition will showcase the end of the 13 to 15 competition and finish off with the 16-17 and 18-19 figures, solo, duets, and teams. Tickets to the event can be purchased at the Riverside Aquatics Complex. Daily admission will be $10 for adults and $5 for seniors and children under the age of 12.

Please welcome the athletes, coaches, parents, and spectators to downtown Riverside, particularly over the July 4th holiday.

RDP Ambassador Weekday Hours Change

Effective Monday, July 3rd, there will be a change in the weekday hours for the RDP Ambassadors. Currently Ambassadors work Monday to Friday from 11 am to 6:30 pm patrolling the downtown core offering assistance to visitors and businesses as well as checking City parking garages and lots.

As of July 3rd, RDP will implement a test and have Ambassadors work from 9 am to 5 pm. The test of an earlier start is in response to concerns of businesses along Main and University and to have Ambassadors patrol as a deterrent to loiterers.

Ambassadors can be reached at 951-312-7522. Please note that RDP Ambassadors cannot enter private property to remove individuals nor can they physically engage individuals on public property – such situations require police.

The change in weekday hours and its impact will be monitored and if considered to be effective, will be permanent.

Promote Your Business at Movies on Main

RDP's free movie event, Movies on Main, returns this summer. Movies will be shown every Thursday in July starting at dusk (8:20 or so). We will be scheduling entertainment prior to the start of the movies to encourage people to come downtown earlier to dine.

The movies will be shown on Main Street between University and Mission Inn Avenue projected on an inflatable outdoor screen. Movies scheduled this summer are family oriented and include:

- **July 6 – *Sing*** A koala impresario stages a gala singing competition in order to save his theater, and

the contest attracts the attention of such musically inclined animals as a harried pig mom, a teenage gorilla, a shy elephant and a punk porcupine.

- **July 13 – *Moana*** An adventurous teenager is inspired to leave the safety and security of her island on a daring journey to save her people. Moana convinces the mighty demigod Maui to join her mission, and together, they voyage across the open ocean on an action-packed adventure. Along the way, Moana fulfills her quest and discovers the one thing she's always sought: her own identity.
- **July 20 – *Finding Dory*** Amnesiac blue tang Dory searches for her long-lost parents with the help of pals Nemo and Marlin. She eventually heads for California and the Monterey Marine Life Institute, evading predators along the way as she hopes to find a place she can call home.
- **July 27 – *Lego Batman Movie*** There are big changes brewing in Gotham, and if he wants to save the city from The Joker's hostile takeover, Batman may have to drop the lone vigilante thing, try to work with others and maybe, just maybe, learn to lighten up.

We encourage all downtown businesses to consider participating in the event by either having a display table or providing material for display at the RDP information table. If you wish to have a display space at Movies on Main, please contact Kate Stovicek at the RDP office so that we can make arrangements. Space is limited.

City Creates One Stop Shop for Permits and Approval

The City of Riverside has upped its commitment to customer service even further by creating a "One Stop Shop" that brings together on one floor all City departments that are part of the development process, with exclusive use of an express elevator, cell phone charging stations and a concierge-type system that helps customers obtain permits and approvals faster than ever.

The business-friendly change means that people who want to invest in Riverside are welcomed as they come off an elevator that operates only between the City Hall lobby and the third floor, where the One Stop Shop is located. Customers are assisted through a series of work stations staffed by experts from several city departments, including planning, building, fire, utilities, business license and public works.

By grouping together in one place everyone that customers will need to interact with before they can build a project, the One Stop Shop focuses the development review process on the needs of the user. In the process, it makes a statement about the City's values and priorities.

"Riverside is the City of Arts and Innovation, and the One Stop Shop shows how a commitment to innovation can generate real value for people who are investing in Riverside," Mayor Rusty Bailey said. "This transformation sends a message to the business community that we are committed to helping you create jobs in our community."

The One Stop Shop is a marked difference from the traditional way of doing business in local government, where someone trying to open a business or complete a project often is required to move from floor to floor in a government building to receive information and required approvals. In some cases, they have to move from one building to another or from one part of town to another.

This traditional process, while practical for government workers, is time-consuming for business people. The One Stop Shop approach reverses those roles and embraces the adage, "time is money." By reducing the time it takes to get a building permit and increasing the speed with which a business can open, the One Stop Shop can save business people money and potentially make them more likely to invest in Riverside.

"Everything about the One Stop Shop screams out that this is not a typical government office," said Community and Economic Development Director Rafael Guzman. "From the furnishings to the bright colors to the amenities, including a water bottle refilling station, there is a different look and feel to the One Stop Shop than you get anywhere else."

Large television screens track customers by name, letting them know when they can expect to receive service. Work stations allow customers to work on their laptops while waiting their turn. Customers who want to grab a coffee or a meal from the City Hall lobby receive a text message when staffers are about to take up their issue.

The One Stop Shop approach is the latest evolution of the Streamline Riverside effort, which seeks to encourage development and investment in Riverside by reducing barriers and cutting wait times. The Streamline Riverside effort is part of an overall commitment to excellent customer service that the Riverside City Council made a top priority.

The new approach already is showing results. The City of Riverside utilizes the "Happy or Not?" tool to gauge customer satisfaction around City Hall, and the data has trended upward since the One Stop Shop was first introduced.

"Customer service is the Riverside City Council's top priority," Mayor Pro Tem Mike Gardner said. "Streamline Riverside, and the One Stop Shop in particular, show that Riverside is serious about providing the best customer service in Southern California."

City of Riverside Press Release
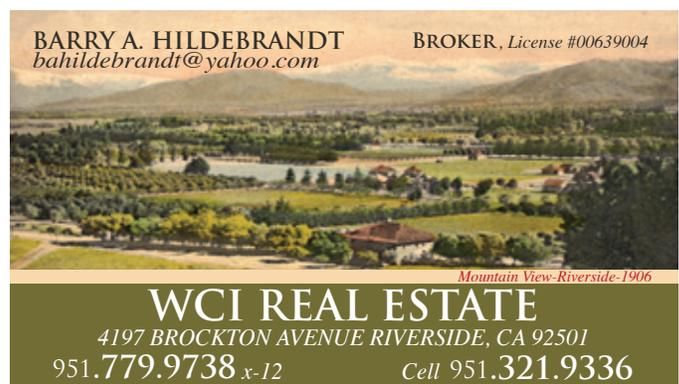
COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Main Library: The City Council has selected the architect for the new main library and design is beginning. The selected Architect is Johnson Favro, a well know library architectural firm. They have held one community workshop to vision features of the new library and plan another for July 25 in the Council Chambers. It is important for the community to participate in design of the library so that we can get the best possible outcome.

As a reminder, the new library will be on the site of the former RTA bus terminal on Mission Inn west of Market. It will occupy about a third of the site. Johnson Favro has done preliminary massing studies for the remainder of the site so that development there can complement the library. The city plans to market the remainder of the site fairly soon. I anticipate mixed use development with either office or residential there. It is my hope that the library and the new development can have shared parking saving money for both.

We anticipate design and plan check will take a year or so and construction will take another 18 months, so we are probably looking at 2020 for opening of the new library.

Monte Vista Terrace: At long last the court has appointed a receiver to take over the Monte Vista Terrace project on Market Street across from Fairmount Park. This is the building that burned two and a half years ago and has been sitting largely untouched ever since. The receiver will first determine whether reconstruction as proposed by the owner is feasible or if the building must be demolished, and will then proceed to complete the better of the choices. You should already see increased security and maintenance of the property. I hope the receiver will have completed the analysis within 60 days and be able to proceed with construction or demolition permitting and work shortly thereafter.

Centerpointe Project: This is the 125 unit apartment complex on the west side of Market Street between First and Second Streets. The associated four unit commercial complex on the former Sav-a-Minit Market site at Second and Market is under construction and will be ready for occupancy in a few months. The two historic houses from the block between First and Second have been moved a block north to Market and Houghton. They are being set down on new foundations and will become the residence for the apartment manager and the project rental office.

Grading for the apartments is underway and the project itself should finish plan check and begin construction later this year.

Mike Gardner

Ward Two Council Update

Contributed by Councilman Andy Melendrez

Free Summer Concerts have arrived!

Riverside Summer Concerts: Join us for free Concerts in the Park every Wednesday from June 14 – July 26, 6 pm to 9 pm in front of The Band Shell at Fairmont Park. Come listen to 80's and 90's pop, classic rock and Motown, Latin Nation or the Beach Boys & Beatles Tributes.

Bobbie Bonds Day & Youth Sports Festival: A huge thank you to Rosie Bonds and the Bobby Bonds Day & Youth Sports Festival Board who helped put together yet another wonderful event for our community. Thank you to all of the volunteers who helped make the event a success this year. To learn more about the Bobby Bonds Day & Youth Sports Festival or to donate please visit: www.bobbybondsday.com.

The Riverside Arts Academy: The Riverside Arts Academy provides instructional courses on arts, music and dance at an affordable rate for families throughout the City. Over 400 students are enrolled for the spring semester. Classes offered include Introduction to Ballet, Ballet I, Ballet II, Hip Hop, Teen Dance, Guitar, Drum, Keyboard, Art Building Blocks and many more! To participate or sign up please visit https://www.riversideca.gov/park_rec/ and LIKE the City of Riverside's Parks and Recreation Facebook page to receive updates, view photos and hear about the ongoing events and wonderful programs taking place at our facilities. The Riverside Arts Academy now has the Harmony Project with instructional classes on Saturdays for children 7 – 18 who live on the Eastside or who have access to transportation. The Harmony Project has high level professional teachers and provides an instrument that can be taken home to practice. To become a member or sponsor the Riverside Arts academy visit www.riversideartsacademy.com.

Riverside Coras USA: Our local Semi-Pro Soccer team has been having an amazing run this season in the National Premier Soccer League 4th division of the U.S. Soccer Federation with 8 wins, 2 ties and 2 losses. Be sure to come out and support our team on July 2nd against Arizona FC at 6:30 PM and on July 9th against Oxnard FC at 7:00 PM. These two games will be played at the UC Riverside Soccer Stadium. For more information on ticket sales and game schedules visit www.deportivocorasusa.com or call 951-500-5729.

Go Riverside Coras USA!

Andy Melendrez

RPU Warns Against Fraud Calls

Riverside Public Utilities (RPU) and the City of Riverside are aware of a growing number of fraud calls being made to customers and businesses. These fraud calls are coming from an outside company using a recording and our caller ID to contact customers demanding payment. It was reported that the caller ID showed (951)-782-0330, RPU's Customer Service number, but were given a different number to call back. Customers and businesses are highly encouraged not to give out personal and financial information to scammers like these.

RPU contacts its customers only through paper billing statements, online billing emails, late payment reminders, and green "48-hour notification" tags placed at the customer's address. RPU does not call customers to demand payment. RPU personnel out in the community drive clearly marked RPU vehicles, wear city uniforms and display proper photo identification.

"RPU takes fraudulent calls very seriously. We have a number of protection measures in place to safeguard against stolen information. Customers should be mindful of the situation and protect their personal information from being stolen or abused," said RPU General Manager Girish Balachandran.

Customers who have any questions about suspicious calls demanding payments are encouraged to hang up with the fraudulent callers and report them by dialing the City's Call Center at (from landline) 311, or (951) 826-5311. Customers can also file a report with the Riverside Police Department at (951) 354-2007.

City of Riverside Press Release

1 Million Cups Weekly Networking Meeting

1 Million Cups is a free, weekly national program designed to educate, engage, and connect entrepreneurs. Developed by the Kauffman Foundation, 1MC is based on the notion that entrepreneurs discover solutions and network over a million cups of coffee. 1 Million Cups is led by more than 300 volunteers in 35+ states, one U.S. territory, and six time zones. It attracts an estimated national weekly attendance of more than 2,500 people. The Riverside group meets Wednesday from 9 am to 10 am at Back to the Grind located at 3575 University Avenue.

Business Spotlight: Delights & Invites

Business Spotlight

Delights & Invites opened in 2004 and has had the honor of being a part of their customers' special occasions for the past 13 years. They are a custom invitation and gift shop, offering custom invitations for any occasion, as well as unique gifts and gift wrapping. They also offer party/wedding planning, and tuxedo rentals.

At Delights & Invites the goal is to Delight you! Whether celebrating a Birthday, a new addition to your family, your wedding, or a corporate event, they can help. Owner Peggy Roa, along with her talented staff, can create the perfect invite for your special occasion and help you plan that perfect party or wedding! They believe that every customer is unique which is why they offer private consultations to assist you in creating exactly what you are looking for. They will help you define a style, design and color pallet to help set the stage for your perfect event. They love what they do, and they want you to love your experience with them. They know that you will love what they create for you!

Delights & Invites is located in historic downtown Riverside at 3850 Lemon Street. They are open Tuesday to Friday from 10 am to 6 pm and on Saturday from 10 am to 3 pm. They also offer evening appointments as well. Call them at 951-784-3111, email them at delightsinvites@aol.com or visit their website at www.delightsandinvites.com.

RDP Welcomes New Businesses to Downtown

Carla Bender Photography • Cupcakes And Curiosities
Kyoko F. Williams (Retail) • Lori Benjamin (Property Rental)
Raincross Behavioral and Psychological Services
Redwine And Sherrill, LLP • Robinson Sookdeo Law

BUSINESS BUZZ

Avoid These Five Common Mistakes for a Successful Advertising Campaign

by Paul Suggett

Advertising blunders are commonplace, from mom and pop operations to the largest multinational corporations (just look at Pepsi's Kendall Jenner monstrosity). However, while some mistakes can be attributed to bad luck, indecisiveness, or just being tone deaf, some are down to a simple lack of preparation and research. As a small business owner, you may not have the money and resources of a Fortune 500 company, but that does not mean you cannot be buttoned-up.

Here are 5 mistakes you need to avoid in order to create a truly successful ad campaign.

1. There Is No Solid Business and/or Marketing Plan

Right out of the gate, this is one of the biggest mistakes you can make. If you don't have a grasp of your business model, and how you want to market it, then how will anyone know what to respond to? Yes, you may have something rough written on paper, somewhere. And in the back of your mind, you kind of know where you want to go, and how you want to get there. But that's not good enough.

Sit down and take several hours, or even days, figuring out the ins and outs of your business. What are potential roadblocks? What milestones do you want to achieve, and when do you expect to see a profit? Doing this will not only help you formulate a marketing plan, but it will also be vital for bringing in new investment opportunities. Just watch a few episodes of Shark Tank, and see how quickly the entrepreneurs without a business plan are kicked to the curb.

2. The Message Is All Me, Me, Me…

It's not surprising that this mistake is made. After all, many small business owners have poured blood, sweat and tears into the start-up, and they're proud of it. Now, they want to tell the world how awesome this new product or service is. And that is a huge mistake.

No one cares how good your product is. No one cares that you've got an amazing new service. No one looks forward to yet more selling messages, and they certainly don't care that you say you're different. All they want to know is what is in it for them. How will it save them time or money? How will it improve their lives? How will they be able to spend just a little money to get a huge satisfaction return. Make your message about them. Use "you" and "your" in your pitches. Focus on their needs, and they will buy if you have a way to address them.

3. The Business Is Inadequately Prepared for Customers

Here's the problem with a great product coupled with great advertising — it works. And it works so well that it can take a small business completely by surprise, overloading it with orders that result in a dreadful first experience for the customer. Suddenly, your great product is tarnished by a broken website, orders that take months to fulfill, and customer service that is overwhelmed and constantly on engaged.

You do not want to be a victim of your own success. So, do a soft launch first, and make sure you are fully prepared for an influx of new business. Test, test, and test again. Try to crash the website (and, hopefully, you have a fully-functioning e-commerce site ready to go).

Kick the tires completely before you roll out a much larger campaign. If you don't, you could find yourself getting hundreds of negative reviews, alienating customers who will never come back.

4. The Target Audience Is Not Identified

You may think that everyone can use your product or service, but advertising to everyone is advertising to no-one. It is a complete waste of time and money to throw out a campaign with a broad target. Imagine a fishing crew creating a massive net and throwing it into some random part of the ocean. Will they get what they want? Will then even get anything they can sell at the market? Chances are, they'll catch a lot, but only a fraction will be of any use.

The same applies to your marketing. You need to know just who to aim it at. That means analyzing the demographics, holding focus groups to get feedback on the product or service you want to sell, and refining these results.

You want to know the sex, age, occupation, hobbies, and income of the people who are most likely to buy from you. Use a laser focus to get them. Once you have established sales to this smaller audience, word of mouth will spread, and you can widen the net…slightly.

5. The Competitive Landscape Is Ignored

It's highly unlikely that your business is unique. Yes, you may have put a unique spin on something, or you've created a bigger, better mousetrap. But, when push comes to shove, you are going to be going up against a lot of other companies offering basically the same products or services that you offer. And if you don't know this ahead of time, you will undoubtedly get lost in the clutter.

Look at everything your closest competitors are doing. Look at the ads and social campaigns that the outliers of your industry are creating. What are they promising? Who are they aiming at? Is there a gap in the market that you can fill? Dollar Shave Club was nothing new… a company selling razors in a market dominated by big brands and slick campaigns. But Dollar Shave Club created an ad so outrageous, and honest, and funny, that it went viral and created an overnight success. If they had tried to market to men in the same way as Schick and Gillette, they would have faded into obscurity. Instead, they're thriving.

Find your angle. Differentiate yourself. If it doesn't look or feel like an ad for your industry, congratulation…you may just be different enough to stand out. So, learn from these five mistakes, and kick off a campaign that will really make a difference to your business.

Internet Marketing Strategies Training Seminar Offered by IESBDC

The Inland Empire Small Business Development Center (IESBDC) is offering a free workshop on Internet Marketing Strategies on Tuesday, July 18th from 9 am to Noon at their downtown Riverside location; 3403 Tenth Street.

Turn your business into a social business with the strategies presented in this workshop. Marketing is no longer about shouting your message to as many people as possible, it is about finding and connecting with only those people who are interested in your product, service or mission. This workshop is presented by Zeb Welborn, founder of Welborn Media, and will cover why and how businesses should use the internet to grow. Topics include improving your search engine ranking, blogging, and using social media sites (Facebook, Twitter, Pinterest, YouTube, Google + and LinkedIn) to connect with current and potential customers/clients and partners.

Pre-registration is recommended, as seating is limited. For more information or to register, please visit: www.iesmallbusiness.com. If you have any questions, please contact us at (909) 983-0751. This no cost seminar was made possible by the Riverside County EDA and the City of Riverside.

SECURITY CORNER
Online Tracking through Cookies and Other Methods

Have you ever wondered why some online ads you see are targeted to your tastes and interests? Or how websites remember your preferences from visit-to-visit or device-to-device? The answer may be in the 'cookies – or in other online tracking methods like device fingerprinting and cross-device tracking.

Here are some answers to commonly asked questions about online tracking – how it works and how you can control it.

Understanding Cookies

What is a cookie?

A cookie is information saved by your web browser, the software program you use to visit the web. When you visit a website, the site might store a cookie so it can recognize your device in the future. Later if you return to that site, it can read that cookie to remember you from your last visit. By keeping track of you over time, cookies can be used to customize your browsing experience, or to deliver ads targeted to you.

Who places cookies on the web?

First-party cookies are placed by the site that you visit. They can make your experience on the web more efficient. For example, they help sites remember:

- items in your shopping cart
- your log-in name
- your preferences, like always showing the weather in your home town
- your high game scores.

Third-party cookies are placed by someone other than the site you are on. For example, the website may partner with an advertising network to deliver some of the ads you see. Or they may partner with an analytics company to help understand how people use their site. These "third party" companies also may place cookies in your browser to monitor your behavior over time.

Over time, these companies may develop a detailed history of the types of sites you frequent, and they may use this information to deliver ads tailored to your interests. For example, if an advertising company notices that you read a lot of articles about running, it may show you ads about running shoes – even on an unrelated site you're visiting for the first time.

Understanding Other Online Tracking

What are Flash cookies?

A Flash cookie is a small file stored on your computer by a website that uses Adobe's Flash player technology. Flash cookies use Adobe's Flash player to store information about your online browsing activities. Flash cookies can be used to replace cookies used for tracking and advertising, because they also can store your settings and preferences. Similarly, companies can place unique **HTML5 cookies** within a browser's local storage to identify a user over time. When you delete or clear cookies from your browser, you will not necessarily delete the Flash cookies stored on your computer.

What is device fingerprinting?

Device fingerprinting can track devices over time, based on your browser's configurations and settings. Because each browser is unique, device fingerprinting can identify your device, without using cookies. Since device fingerprinting uses the characteristics of your browser configuration to track you, deleting cookies won't help.

Device fingerprinting technologies are evolving and can be used to track you on all kinds of internet-connected devices that have browsers, such as smart phones, tablets, laptop and desktop computers.

How does tracking in mobile apps occur?

When you access mobile applications, companies don't have access to traditional browser cookies to track you over time. Instead, third party advertising and analytics companies use **device identifiers** — such as Apple iOS's Identifiers for Advertisers ("IDFA") and Google Android's Advertising ID — to monitor the different applications used on a particular device.

Does tracking of other "smart devices" occur?

Yes. More and more, consumer devices, in addition to phones, are capable of being connected online. For example, smart entertainment systems often provide new ways for you to watch TV shows and movies, and also may use technology to monitor what you watch. Look to the settings on your devices

to investigate whether you can reset identifiers on the devices or use web interfaces on another device to limit ad tracking.

Controlling Online Tracking

How can I control cookies?

Various browsers have different ways to let you delete cookies or limit the kinds of cookies that can be placed on your computer. When you choose a browser, consider which suits your privacy preferences best.

To check out the settings in a browser, use the 'Help' tab or look under 'Tools' for settings like 'Options' or 'Privacy.' From there, you may be able to delete cookies, or control when they can be placed. Some browsers allow add-on software tools to block, delete, or control cookies. And security software often includes options to make cookie control easier. If you delete cookies, companies may not be able to associate you with your past browsing activity. However, they may be able to track you in the future with a new cookie.

If you block cookies entirely, you may limit your browsing experience. For example, you may need to enter information repeatedly, or you might not get personalized content that is meaningful to you. Most browsers' settings will allow you to block third-party cookies without also disabling first-party cookies.

How can I control Flash cookies and device fingerprinting?

The latest versions of Google Chrome, Mozilla Firefox, and Microsoft Internet Explorer let you control or delete Flash cookies through the browser's settings. If you use an older version of one of these browsers, upgrade to the most recent version, and set it to update automatically.

If you use a browser that doesn't let you delete Flash cookies, look at Adobe's Website Storage Settings panel. There, you can view and delete Flash cookies, and control whether you'll allow them on your computer.

Like regular cookies, deleting Flash cookies gets rid of the ones on your computer at that moment. Flash cookies can be placed on your computer the next time you visit a website or view an ad unless you block Flash cookies altogether.

How can I control tracking in or across mobile apps?

You can reset the identifiers on your device in the device settings. iOS users can do this by following Settings > Privacy > Advertising > Reset Advertising Identifier. For Android, the path is Google settings > Ads > Reset advertising ID. This control works much like deleting cookies in a browser — the device is harder to associate with past activity, but tracking can start anew using the new advertising identifier.

You also can limit the use of identifiers for ad targeting on your devices. If you turn on this setting, apps are not permitted to use the advertising identifier to serve consumers targeted ads. For iOS, the controls are available through Settings > Privacy > Advertising > Limit Ad Tracking. For Android, Google Settings > Ads > Opt Out of Interest-Based Ads. Although this tool will limit the use of tracking data for targeting ads, companies may still be able to monitor your app usage for other purposes, such as research, measurement, and fraud prevention.

Mobile browsers work much like traditional web browsers, and the tracking technologies and user controls are much the same as for ordinary web browsers, described above.

Mobile applications also may collect your geolocation to share with advertising companies. The latest versions of iOS and Android allow you to limit which particular applications can access your location information.

What is "private browsing"?

Many browsers offer private browsing settings that are meant to let you keep your web activities hidden from other people who use the same computer. With private browsing turned on, your browser won't retain cookies, your browsing history, search records, or the files you downloaded. Privacy modes aren't uniform, though; it's a good idea to check your browser to see what types of data it stores.

But note that cookies used during the private browsing session still can communicate information about your browsing behavior to third parties. So, private browsing may not be effective in stopping third parties from using techniques such as fingerprinting to track your web activity.

What are "opt-out" cookies?

Some websites and advertising networks allow you to set cookies that tell them not to use information about what sites you visit to target ads to you. For example, the Network Advertising Initiative (NAI) and the Digital Advertising Alliance (DAA) offer tools for opting out of targeted advertising — often by placing opt-out cookies. If you delete all cookies, you'll also delete the cookies that indicate your preference to opt out of targeted ads.

Cookies are used for many purposes — for example, to limit the number of times you're shown a particular ad. So even if you opt out of targeted advertising, a company may still use cookies for other purposes.

What is "Do Not Track"?

Do Not Track is a setting in most internet browsers that allows you to express your preference not to be tracked across the web. Turning on Do Not Track through your web browser sends a signal to every website you visit that you don't want to be tracked from site to site. Companies then know your preference. If they have committed to respect your Do Not Track preference, they are legally required to do so. However, most tracking companies today have not committed to honoring users' Do Not Track preferences

Can I block online tracking?

Consumers can learn about tracker-blocking browser plugins which block the flow of information from a computer to tracking companies and allow consumers to block ads. They prevent companies from using cookies or fingerprinting to track your internet behavior.

To find tracker-blocking plugins, type "tracker blocker" in your search engine. Then, compare features to decide which tracker blocker is best for you. For example, some of them block tracking by default, while others require you to customize when you'll block tracking.

Remember that websites that rely on third party tracking companies for measurement or advertising revenue may prevent you from using their site if you have blocking software installed. However, you can still open those sites in a separate browser that doesn't have blocking enabled, or you can disable blocking on those sites.

From the Federal Trade Commission Consumer Protection website
www.ftc.gov

ADDRESS SERVICE REQUESTED

DOWNTOWN RIVERSIDE
MOVIES ON MAIN

Movies begin at 8:00 p.m.

FREE   FREE

JULY 6
Sing

JULY 13
Moana

JULY 20
Finding Dory

JULY 27
Lego Batman Movie
Popcorn & Refreshments Available
(Local Eateries Open Late)

**Don't miss Riverside's
FREE Summer Movie Event.**

Bring your chairs and enjoy family-friendly movies under the stars on
Main Street, between Mission Inn Avenue and University Avenue

FIND US ON

UPCOMING EVENTS
Riverside Restaurant Week • June 16 to 25
Concerts at City Hall • June 20, 27, July 11, 18, 25