



## Standard Cookie Policy

6<sup>th</sup> July 2018. V1.6

### What are Cookies

A cookie is a small file, typically of letters and numbers, downloaded on to a device when the user accesses certain websites. Cookies allow a website to recognise a user's device\*

The websites we operate may use a combination of the following 4 cookie categories:

#### 1. Essential Cookies

Essential Cookies are deemed *strictly necessary*. Among other uses, they may enable the website to:

- Function as it is intended.
- Complete a communication or transaction requested by the user.
- Operate at a reasonable speed.

#### 2. Performance Cookies

Performance cookies allow us to collect information about how people use the websites. This information is anonymous. Examples of information gathered includes:

- Number of visitors to the websites.
- Which pages are visited most often.
- When pages are visited (by hour).
- Error messages produced by the website.
- Search Engine terms that have led people to the website.

#### 3. Functionality Cookies

Functionality Cookies are used to remember choices you have previously made. These are used to remember:

- your username or password (if you have requested).
- colour schemes or text sizes you have chosen.
- geographical location (if you have provided it).

#### 4. Advertising Cookies

Certain 3<sup>rd</sup> party advertisers may use tracking or advertising cookies to provide relevant content on our websites. While this is not in our control, please refer to the following:



## Cookies

The following cookies may contain personal data:

Provider	Purpose
Google Analytics	To monitor and improve our websites.
<a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a>	
Facebook Pixel	To monitor pages visited on our website and display relevant advertising on Facebook.
<a href="https://www.facebook.com/full_data_use_policy">https://www.facebook.com/full_data_use_policy</a>	
Google AdSense	To display advertising on our websites.
<a href="https://support.google.com/adsense/answer/1348695?hl=en-GB">https://support.google.com/adsense/answer/1348695?hl=en-GB</a>	
Zendesk / Zopim Chat	To provide a chat facility on our websites, allowing visitors to talk to our staff.
<a href="https://www.zopim.com/privacy.html">https://www.zopim.com/privacy.html</a>	
Fresh Chat	To provide a chat facility on our websites, allowing visitors to talk to our staff.
<a href="https://www.freshworks.com/list-of-cookies/">https://www.freshworks.com/list-of-cookies/</a>	

## Advertising

Here's what you need to know about the advertising on some of our sites:

- Third party vendors, including Google, use cookies to serve ads based on a user's previous visits to our website or other websites. See above.
- Google's use of advertising cookies enables it and its partners to serve ads to users based on their visit to our sites and/or other sites on the Internet.
- You may opt out of personalised advertising by visiting Ads Settings. (Alternatively, you can direct users to opt out of a third-party vendor's use of cookies for personalised advertising by visiting [www.aboutads.info](http://www.aboutads.info)),

## Browser Settings & More Information

All major browsers provide settings for users to manage their cookies.

For more information please visit:



- <http://www.allaboutcookies.org>
- <http://www.youronlinechoices.eu>
- <http://www.aboutads.info/choices>
- <http://www.aboutcookies.org>
- <https://ico.org.uk/for-the-public/online/cookies/>

\* Cookie Guidance V3, downloaded 29/06/2015 from: [https://ico.org.uk/media/1545/cookies\\_guidance.pdf](https://ico.org.uk/media/1545/cookies_guidance.pdf)