

This policy sets out the basis on which our company uses cookies and similar technologies on or in relation to our website. This Cookies Policy is effective from 22nd May 2018.

‘Essential’ cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. ‘Non-essential’ cookies and other technologies are only placed on your computer or device if you have consented to us doing so.

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ABOUT COOKIES

What are cookies?

Cookies are small data files sent by a website’s server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user’s website experience, and storing that user’s preferences and login information.

Essential and Non-essential cookies

Cookies can be classified as either ‘essential’ or ‘Non-essential’.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website (‘analytical’ cookies) or cookies used to display advertisements to you (‘advertising’ cookies).

Session and Persistent Cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser:

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First & Third Party Cookies

Cookies can be classified as 'first party' or 'third party':

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains. If you require further information about cookies in general, please visit www.allaboutcookies.org

We use the following cookies on or in relation to our website:

FIRST-PARTY COOKIES

The following cookies are set directly by the website:

Cookie Set By: Google Analytics

Name: `_gacvbc`

Purpose: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Expires: 2 Years

Data sent to: Ireland

Categories: Non- Essential, Statistics

Cookie Set By: Google Analytics

Name: _gid _gat

Purpose: Registers a unique ID that is used to generate statistical data on how the visitor uses the website. _gat is used by Google Analytics to throttle request rate

Expires: Session

Data sent to: Ireland

Categories: Non-essential, Statistics

Cookie Set By: Google Analytics

Name: collect

Purpose: Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

Expires: Session

Data sent to: USA

Categories: Non-essential, Marketing

Cookie Set By: Google

Name: NID

Purpose: Registers a unique ID that identifies a returning user's device and remembers user preferences. The ID is used for targeted ads.

Expires: Session 6 Months

Data sent to: USA

Categories: Non-essential, Marketing

THIRD-PARTY COOKIES

The following cookies are placed on your device by third party website domains.

Cookie Set By: Google Maps

Name: nid pref khcookie

Purpose: These cookies allow Google Maps to remember which browser you are using and what preferences you have set when you view maps.

Expires: 6 months, 2 years, when you close your browser, respectively

Data sent to: USA

Categories: Non-essential, Functional

Cookie Set By: Google Analytics

Name: _gac, _utma, __utmb, __utmc, _utmv, _utmz,

Purpose: These are common performance cookies that many websites use. It allows us to collect anonymous information about how you and others use our website and helps us to improve the website.

For more details please read Google's Analytics overview.

You can always opt-out of Google Analytics cookies by Google's opt-out tool.

More privacy information: <http://www.google.com/policies/privacy/>

Expires: Session – 2 years

Data sent to: USA

Categories: Non-essential

Cookie Set By: Google reCAPTCHA

Name: PREF, NID, HSID, APISID, SID

Purpose: These cookies are used by Google to help protect this Website from "spambots". Used on filling out forms. Without these cookies we would not be able to send the contact form to us.

Further privacy information: <https://policies.google.com/privacy?hl=en>

Expires: 30 days

Data sent to: Browser, data and time requests to USA

Categories: Essential, Functional

Cookie Set By: YouTube

Name: PREF*VSC*VISITOR_INFO1_LIVE*remote_sid*

Purpose: YouTube is used by the website to store and show video content. These cookies are set by YouTube to track usage of its services. The YouTube Cookies are only installed when you press play.

Expires: PREF – * Expires after eight months, VSC – * expires at the end of your session, VISITOR_INFO1_LIVE – * expires after eight months, remote_sid – * expires at the end of your session, use_hitbox- * expires at the end of your session.

Data sent to: USA

Categories: Non-essential, Marketing

Cookie Set By: Twitter

Name: guest_id

Purpose: This cookie is set for the browser to remember the guest id to display the latest news from our twitter account.

Expires: 2 years

Data sent to: USA

Categories: Non-Essential, Marketing

Cookie Set By: Facebook

Name: act, c_user, datr, locale, lu, p, wd, xs, presence, x-src, x-referer, xs, _e_undefined_2 , a11y, sb, fr, tr

Purpose: You have a Facebook account, these cookies will allow you to share content on the website with your Facebook contacts. You will be also able to tell if you or your Facebook friends 'Liked' any content on the website in the past. The cookies will also send some non personal data to Facebook to gather aggregate information on how people interact with websites that use the Like button. More info: <https://www.facebook.com/about/privacy/>

Expires: 3 Years

Data sent to: USA

You can block Facebook web tracking by installing a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the tool here:

- For Chrome: <https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nnkndeagapifodhlebfbgbonbfmInfm?hl=en>
- For Firefox: <https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/European-Interactive-Digital-Advertising-Alliance-Tool>

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting <http://www.youronlinechoices.com>, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

Legal basis for processing: we process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate interests: ensuring our site functions properly and providing you with online services you have requested.

GOOGLE ANALYTICS COOKIES

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>

For information on how Google uses data from cookies it uses, please visit www.google.com/policies/privacy/partners/

How to opt in or out from analytical cookies:

To opt out of Google Analytics tracking across all websites in general, you can do so here: <http://tools.google.com/dlpage/gaoptout>

Processing information about you contained in or obtained from analytical cookies

Legal basis for processing: we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate interests: analysing how individuals use our website to help us improve our website and business.

How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and web beacons.

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org

Browser settings

You can accept or reject some or all cookies via adjusting your browser settings. If you do not know how to do this, the links below explain how to change your browser settings for the most commonly used web browsers:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History>

Microsoft Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>

Apple Safari: https://support.apple.com/kb/PH5042?locale=en_US

Opera: <https://www.opera.com/help>

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine.

Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

Google Ad settings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page [here](#) and by:

- Unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- Switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin [here](#):

<https://support.google.com/ads/answer/7395996>

Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available [here](#).

OTHER LINKS TO EXTERNAL WEBSITES

Visitors are provided with the option to navigate to a variety of external websites where we have a presence. When the visitor selects the option to view the content from these websites, they are taken away from the website and to the other site, where a variety of cookies may be used throughout the visit. We are not responsible for any cookies used once the visitor has left this website.

- LinkedIn: Refer to privacy policy at LinkedIn
- Twitter: Refer to privacy policy at Twitter
- YouTube: Refer to privacy policy at YouTube
- Google: Refer to privacy policy at Google

CONTACT

If you have any questions about this cookie policy or our treatment of your personal data, please write to us by email to privacy@promoteukltd.com or by post to:

Ian Ayliffe
Data Protection Lead
Promote-UK Ltd
4 Old Park Lane
Mayfair
London,
W1K 1QW.

Alternatively, you can contact us by telephone on +44 (0) 345 257 0688

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