# Cookie Policy

| Last Updated: | 14th November 2019 |
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The Privacy and Electronic Communications Regulations (PECR) cover the use of cookies and similar technologies for storing information, and accessing information stored, on a user's equipment such as a computer or mobile device. Website owners are therefore required to notify their visitors on how cookies are used on their websites. PECR sits alongside the Data Protection Act 2018 (DPA) and the GDPR. It provides specific rules in relation to privacy and electronic communications. Where these rules apply, they take precedence over the DPA and the GDPR.

## 1. What are cookies?

A cookie is a small text file which is placed on your browser or the hard drive of your device (e.g. computer, tablet, mobile) when you visit a website. Cookies store information such as your personal preferences to help a website recognise your future visits. They help you in a number of ways such as present information you are interested in (relevant to your preferences) or even complete a form without you having to re-enter information you may have previously provided.

## 2. What types of cookies do we use?

The use of cookies allows us to deliver a better and more personalised service. Some of the cookies we use are essential for our website to operate.

We use first and third party cookies:

- **First party cookies** are set by our websit and owned by our company 'Data Locator Group Ltd'.

- **Third party cookies** are set by domains whose services we are using on our website. For example, we use analytics software 'Google Analytics' owned by Google to gain more insight and understand user behaviour on our website. It uses cookies to provide us with this information. We do not have control over how third party cookies work.

How long these cookies remain on your device is dependent on the type of cookie. There are two types of cookies;

- **Session cookies** are short-term cookies set without an expiration date. They are stored in temporary memory and erase when you close your web browser. They do not collect information from your device.

- **Persistent cookies** are long-term cookies set with an expiration date. They remain in your web browser and device until the expiration date has passed. However, it is possible for you to clear all cookies using your browser's settings.

## 3. What cookies are used on our website?

We have outlined the cookies used on our website and their purpose in the following categories; necessary cookies, preference cookies, statistic cookies and marketing cookies.

## 3.1 Strictly necessary Cookies

Strictly necessary cookies are essential for the functionality of our website.

| Source | Provider | Party Type | Cookie Name | Purpose | Cookie Type | Expiration |
|---|---|---|---|---|---|---|
| ASP.NET | Data Locator Group Ltd | First Party | ASP.NET_SessionId | A platform session cookie of ASP.NET websites which assigns a unique identifier to a user's session in order to manage their session data on the web server. | Session | End of browser session |
| | | | __cookie | Confirms if the user has accepted our use of cookies | Persistent | 1 Year |

## 3.2 Preference Cookies

Preference cookies retain information to personalise your user experience of our website. We are currently not using preference cookies on our website.

## 3.3 Statistic Cookies

Statistic cookies collect and report anonymous information on how you use our website. This insight helps us make decisions on how to improve our website.

| Source | Provider | Party Type | Cookie Name | Purpose | Cookie Type | Expiration |
|---|---|---|---|---|---|---|
| Google Analytics | Google | Third Party | _ga | Anonymous visitor tracking on our website to generate statistical information about their use of the website | Persistent | 2 yrs from set/update |
| | | | _gid | Anonymously tracks user behahaviour on our website to generate statistical information about their use of the website | Persistent | 24 hours of inacitivity |
| | | | __utma | Identifies users and sessions e.g. number of visits (for each visitor), the time of the first visit, the previous visit, and the current visit | Persistent | 2 yrs from set/update |

| | | | | __utmb | Identifies new sessions/visits e.g.page views | Persistent | 30mins from set/update |
|---|---|---|---|---|---|---|---|
| | | | | __utmc | Works in conjunction with _utmb to determine whether the user was in a new session/visit | Session | End of browser session |
| | | | | __utmz | Stores entry point into the site -the traffic source or campaign that explains how the user reached our site. e.g. search engine, search keyword, link from another site etc | Persistent | 6 months from set/update |
| | | | | __utmx | Used for A/B or multivariate testing using Google web optimiser | Persistent | 18 months |

### 3.4 Marketing Cookies

Marketing cookies help display relevant advertising that you may be interested in. This is based on your browsing behaviour.

We are currently not using marketing cookies on our website.

## 4.  How do you agree to the use of cookies?

By clicking/tapping the 'Yes, accept all cookies' button in our cookie message which displays at the top of your browser window when you first visit our website, you agree to the use of all cookies used on our website. A link is also present to this cookie policy regarding cookie usage in the message. If you wish to agree to only specific cookie categories, the buttons 'No, customise settings' (in th cookie message) or the 'Cookie Settings' (in the bottom left corner of your browser) will take you to our Cookie Preference Centre, where you can select the cookie categories you want to activate.

## 5.  How do you remove or disable cookies?

If you wish to remove or disable cookies, you can do so by adjusting the settings in your browser. However, our strictly necessary cookies will automatically download upon your next visit to our website. Please note, our Cookie Preference Centre can only remove our own cookies. We do not have control over third party cookies once they have been accepted. Therefore we advise you use your browser settings to remove third party cookies.

## 6.  How do you manage cookies?

You can find instructions on how to manage your cookies (enable/disable them) in your desktop browsers via the following links; Internet Explorer, Google Chrome, Mozilla Firefox and Safari. More information on controlling or deleting cookies is available at www.AboutCookies.org. Cookies on mobile and tablet devices can be managed via the device's settings app.