

## Cookie Policy

A cookie is a piece of text, which asks permission to be placed on your computer's hard drive. Once you agree, your browser adds that text in a small file. A cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. Denial of a traffic log cookie should not prevent you from using this site, however it may restrict the use of certain features.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. This practice is strictly in force. We know that people have concerns about cookies, but we believe that the benefit we both gain from their proper use is worthwhile. You may set your web browser (Microsoft Internet Explorer or Netscape Navigator) to notify you of cookie placement requests or decline cookies completely. You can delete the files that contain cookies - those files are stored as part of your Internet browser.

We use cookies in three ways:

- **Essential Cookies:** these are used to enable core website functionality and monitor performance. Without these, you will not be able to use the website fully. They do not contain your personal information.
- **Functional Cookies:** these are used for social media sharing and to all collection of data so that other companies can show adverts that may be relevant to you. The inclusion of functional cookies also enables Essential cookies to function.
- **Marketing Cookies:** these allow us to monitor marketing campaigns and allow Google to personalise marketing content on third party websites. These will remain effective for a maximum of 30 days after you close your browser.

Our use of cookies enables us to improve our website in order to tailor it to customer needs. If you choose not to accept Functional and Marketing cookies, this should not prevent you from using this site; however, it may restrict the use of certain features.

### Other Tracking

We also use similar technologies including tracking pixels and link tracking to monitor your viewing activities.

### Device & browser type and open statistics

All emails have a tracking pixel ( a tiny invisible image ) with a query string in the URL. Within the URL we have user details to identify who opened an email for statistical purposes.