

# Cookie Policy

## What are cookies:

We and our business partners collect information about your use of our website through cookies. Cookies are information files stored on your computer, tablet or smartphone that help websites remember who you are and information about your visit. Cookies can help to display the information on a website in a way that matches your interests. Most major websites use cookies.

## What cookies are used on this Website:

The cookies and other tracking technologies we and our business partners use on this website are broadly grouped into the following categories:

**Essential** – Some of the cookies on our website are essential for us to be able to provide you with a service you have requested. These cookies are required to enable our website to work correctly or to comply with applicable law – for example, to allow you to navigate our website and use essential features or to ensure that our website is secure. You may not be able to use our website without these cookies.

**Analytics** – We use analytics cookies to help us understand how users engage with our website. An example is counting the number of different people coming to our website or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited the website once each week for three weeks we would count you as three separate users. We would find it difficult to analyze how well our website was performing and improve it without these cookies.

**Functional** – We use cookies to improve your experience by remembering your preferences so we know how you like to use our website. Examples of this would be remembering you so that you are served with the same content or to remember you when you come back to the site.

**Social** – We use third-party cookies to allow you to share content directly on social networking sites like Facebook and Twitter to improve your experience by remembering your preferences so we know how you like to use our website – for example, if you wanted to “like” or “tweet” about us or our products or services.

**Interest-Based Advertising** – You will have noticed that when you visit websites you will be shown ads for products and services you may wish to buy. To try and ensure that the ads you see are relevant to you third party cookies may be used to collect information about the types of things that interest you -- for example, websites you visit and the geography that you are based in. Having these cookies does not increase the number of ads you will be shown, but simply makes the ads you see more relevant. Please see our “Third Party Cookies” section below for more details.

## How can I reject or opt out of receiving cookies?

If you do not wish cookies to be stored on your machine, you can delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies being stored on your machine in the future. For more information on how to delete or disable cookies from your browser please use the “help” function within your browser or alternatively visit <http://www.allaboutcookies.org/>.

Please note that we can't always control third party cookies stored on your machine from our website and where this is the case you will need to visit the relevant third party's website directly to manage cookies stored on your machine by them. Please see our "Third Party Cookies" section below.

### **California and Virginia Residents - Opt-Out from the Sharing of Personal Information**

Residents of California and Virginia have the right under certain circumstances to opt out from the sale or sharing of their personal information for purposes of targeting advertising to such persons. The use of certain third-party cookies and other tracking devices on this site may be considered "sharing" under those states' laws. If you are a resident of California or Virginia and you would like to opt out from the "sharing" of personal information, please visit the sites listed below in our Third Party Cookies section.

### **Third Party Cookies:**

Some of the cookies described in the "What Cookies are used on this Website" section above are stored on your machine by third parties when you use our website. Third parties may also read cookies on your browser to collect information or to serve content or advertisements to you. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. In some cases, as noted below, they may be used to serve interest-based advertising to you.

For more information on these cookies and how to disable them, please see the Internet Advertising Bureau website at <http://www.youronlinechoices.com/> where you will be able to opt-out of receiving Interest-Based Advertising cookies from some of the third parties listed below. You can also click on the links below for each third-party for information on how to opt-out directly with that third-party.

### **Google**

Analytics - Google provides anonymized data about the visits made to our website.

User - Google uses cookies to help protect your privacy and help ensure your browsing activities remain safe.

Interest-Based Advertising - Google tools may also collect data for the purpose of delivering interest-based advertising to you.

For more information and to opt out: <https://policies.google.com/privacy#infochoices>

### **Microsoft (Bing)**

Analytics - Microsoft provides anonymized data about the visits made to our website.

User - Microsoft uses cookies to help protect your privacy and help ensure your browsing activities remain safe.

Interest-Based Advertising - Microsoft tools may also collect data for the purpose of delivering interest-based advertising to you.

For more information and to opt out: <https://choice.microsoft.com>

**Meta (formerly Facebook)**

Interest-Based Advertising – Meta may use a pixel or other tracking tools to collect data for the purpose of delivering interest-based advertising to you.

For more information and to opt out: <http://www.facebook.com/about/privacy/>

**iPromote**

Interest-Based Advertising - iPromote uses cookies to collect data for the purpose of delivering interest-based advertising to you.

We may update this policy from time to time so you may want to check it each time you visit our website. We last changed this policy on July 2022.

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