

## Cookies & Tracking Technology Policy

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns and does not identify any individual. We will not collect personal information in this way. To find out more about the company and our approach to privacy please read our [Privacy Policy](#).

### This policy describes:

- What cookies are
- How we use cookies
- Analytics on our services
- Managing cookies and opting out
- How to contact us

### What are cookies?

“A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website.” (ICO, 2016)

Cookies are used by many websites and do a number of things, e.g. remembering your preferences, recording what you have put in your shopping basket, and counting the number of people looking at a website.

The rules on cookies are covered by the Privacy and Electronic Communications Regulations. The Regulations also cover similar technologies for storing information, e.g. Flash cookies. On your further visits to that website, the information stored in the cookie is sent back to the website. This allows the website to recognise you and tailor its content to your needs.

### How we use cookies on our online services

We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to tailor our content and deliver a better and more personalised service.

Cookies enable us:

- To estimate our audience size and usage pattern.
- To speed up search queries.
- To store information about your preferences, to customise our sites according to your individual interests.
- To recognise you when you return to our sites.

You may choose to not accept cookies by activating a browser setting which allows you to refuse cookies. Please note, if you choose to not accept cookies you may be unable to access certain areas of our sites. Our system will issue cookies when you log on to our site unless you choose not to accept cookies.

### Analytics on our services

On our websites we use Google Analytics, and other similar services, to collect statistical information about how our sites are used. Google Analytics uses information such as your IP

address, browser type and unique identifiers stored in (first party) cookies on your device to record how you interact with our website.

These analytical services help us to know how many users we have, which parts of our sites are most popular, what browsers are used (so we can maximise compatibility), the country or region where our users are located, and the demographics and interests of our users.

### **Managing cookies and opting out**

You can control your cookies within your browser controls which are usually found in the settings of your browser. Please consult your browser settings to allow, block or delete cookies:

- [Internet Explorer cookies information](#)
- [Chrome cookies information](#)
- [Firefox cookies information](#)
- [Safari cookies information](#)

### **Agreeing to Cookie Use**

By continuing to use Data Clarity websites, you agree to Data Clarity's use of cookies.

Many web browsers allow fine grained control of which sites to accept or deny cookie setting from. You could use these settings to limit cookie setting from Data Clarity sites or to delete Data Clarity-set cookies completely. Please note that if you do delete all your cookies, you will not be able to use some features of Data Clarity websites.

### **Contact us**

If you have any questions or concerns about Data Clarity's use of cookies and other tracking technologies, or if you believe there has been a breach of this policy, please email us at: [info@dataclarity.uk.com](mailto:info@dataclarity.uk.com).