

Ebiquity plc Cookies Policy

1. Introduction

- 1.1 Like most websites, the Ebiquity websites use cookies. “Cookies” are small text files that websites save onto your device via your web browser. They are used to allow our websites to work, and to help us understand what information is most useful to visitors of our websites.
- 1.2 All references to ‘Ebiquity, ‘our’, ‘us’ or ‘we’ within this policy are deemed to refer to either Ebiquity plc or its group companies set out [here](#).

2. Cookie principles

- 2.1 This cookies policy applies to those of our websites on which it is displayed, including any client login areas of those websites.
- 2.2 Some cookies that we use will collect personal data about you. Any personal data that is collected will be used in accordance with our [Privacy Policy](#).
- 2.3 By continuing to use our websites, you accept that cookies will be set on your device, as outlined in this cookies policy.

3. How we use cookies

- 3.1 Our websites use cookies in order to offer you a more tailored experience in the future, by understanding and remembering your particular browsing preferences, and for marketing purposes.
- 3.2 Many cookies on our websites perform essential functions and enable you to move around our websites and use their features; for example, when you log in to your account, they remember the information in your account. We refer to these cookies in this policy as "**strictly necessary cookies**".
- 3.3 Other cookies are not essential but they help us understand how our websites are used by visitors, so that we can improve what we do online. We use analytics tools for this. They look at things like how long our websites take to load, how they are used, and what information visitors to our sites look at most. This helps us to improve the way our websites work, for example, by ensuring that you find what you are looking for easily They also help identify any parts of our websites that aren't working as well as they should - so we can fix things and make our websites better for you and other users. We refer to these cookies in this policy as "**performance cookies**".
- 3.4 Additional cookies allow our websites to recognise you when you return to our websites. This enable us to remember choices that you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. We refer to these cookies in this policy as "**functionality cookies**".
- 3.5 Cookies can also be further categorised depending on if they are session cookies or permanent cookies:
 - (a) Session cookies: these cookies expire when you close your browser (or if you stay inactive for a certain time).
 - (b) Permanent cookies: these cookies persist even when the browser is closed. They're used to remember you so that you don't have to re-enter passwords and login information every time you visit a website.

4. Types of cookies we use

4.1 The table below sets out detailed information on the cookies we use and the purposes for which we use them:

Cookie (name)	Purpose	Description	Duration
_ga	Analytics Cookie	<p>This cookie is used to collect information about how visitors use the website. The information is collected anonymously, and used to report on the number of visitors to the website, where they have come from, and the pages they have visited.</p> <p>We do not share this information with anyone outside of the Ebiquity group.</p> <p>The cookie does not enable any website visitor to be individually identified and will only be used for website analytics purposes.</p>	Session
ARRAffinity	Load Balancing	<p>Our website is run of multiple servers. When you choose to access the website, it will choose the server that is most applicable for you. This cookie saves those servers settings to ensure you get the best possible experience for you specifically.</p> <p>This does not identify the website visitor directly in anyway.</p>	Session
Agreement	Awareness over Cookies and Cookie Policy	A banner pops up on your first visit to Ebiquity.com notifying you that we use cookies and directing you to our Cookie Policy to find out more.	Session
Visitor_id109132	IP Tracking	<p>This cookies utilises the public IP information of a company and runs it through the WHO IS database to enable us to know which companies are viewing our website pages and from which location (e.g. Boots – Nottingham, UK)</p> <p>This is only at company level (which is public information)</p>	Session

5. **How to manage cookies**

- 5.1 When you first visited our website you will have been presented with a banner confirming that we set cookies, providing you with a link to this cookies policy, and informing you that by continuing to browse the website you agree to our use of cookies.
- 5.2 You may block these at any time. To do so, you can activate the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our websites or to use all the functionality provided through our websites.
- 5.3 By continuing to use our website, you are agreeing to our use of cookies as described in this cookies policy.

6. **More information about managing cookies**

www.allaboutcookies.org is a useful resource with a lot of detailed information about cookies and how to manage them.

7. **Changes to our privacy policy**

We may update our cookies policy from time to time. Any changes we make to our cookies policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our cookies policy. By continuing to use the services and our websites, or to offer and/or provide services to us you are confirming that you have read and understood the latest version of our cookies policy.

8. **Further questions or making a complaint**

- 8.1 If you have any queries or complaints about our use of cookies, please contact us at the details below:

By email: data.protection@ebiquity.com

By post: Data Protection, Ebiquity plc, Citypoint, One Ropemaker Street, London, EC2Y 9AW

The practices described in this cookies policy are current as of May 2018.