

## COOKIE POLICY

We aim to be as open and transparent as possible around the information we collect when you visit our site, (**Site**), including through the use of "cookies".

This policy explains what cookies are and the different types of cookies we use. To make managing these cookies on our Sites easier for you, we have included cookie preference links on our Site **[insert link to cookie preferences]**. For more information on how to manage the cookies we use, please see paragraph 8 below.

We hope that this policy helps you understand, and feel more confident about, our use of cookies. If you have any further queries, please contact us on [partner@ipulse.biz](mailto:partner@ipulse.biz).

### 1. **What is a cookie?**

1.1 Cookies are small text files that are stored by your browser onto your computer or mobile device. They are widely used in order to make websites work or work in a better, more efficient way. They can do this because websites can read and write these files, enabling them to recognise you and remember important information that will make your use of a website more convenient (eg by remembering your user preferences).

1.2 Most web browsers automatically accept cookies, but if you do not want information collected this way, you can manage the cookies we use via our cookie preference links at the bottom of each webpage or there is a simple procedure in most browsers that allows you to deny or accept the cookies feature (please read paragraph 8 below for more details about how to do this).

1.3 We work with other third party organisations to provide the services on our Site. A third party is an organisation which is not hosted at the domain address in your browser when you visit our Site. These third parties may also use cookies on our Site and can also place cookies on your device without you visiting their site directly. If you would like more information about third party cookies, please read paragraph 7 below.

1.4 The two types of cookies we use are known as "session" cookies and "persistent" cookies. These may be cookies which we use and/or a third party uses.

#### 1.5 **Session cookie**

A session cookie is used each time you visit our Site to give you a session ID. We use this type of cookie to link your actions on our Site and each session cookie will only last for a browser session. Each browser session will start when you open your browser window and finish when you close your browser window. After your visit to our Site all session cookies are deleted. Each time you visit our Site you will have a different session ID.

#### 1.6 **Persistent cookie**

A persistent cookie has a longer lifetime than a session cookie and lasts for the period of time specified in the cookie (this will vary from cookie to cookie). This type of cookie will not be deleted when you close your browser window and will be activated every time you visit a site which created that particular persistent cookie.

### 2. **How do we use cookies on our Site?**

The first time you visit our Site we will show you a notice which tells you that we use cookies on our Site and explains how you can manage your cookie preferences.

To help you understand the cookies we use on our Site, we have classified each cookie as one of the following:

- strictly necessary cookie;
- performance cookie;
- functionality cookie; and
- targeting or advertising cookie.

### 3. **Strictly necessary cookies**

#### 3.1 **Why do we use strictly necessary cookies?**

These cookies are essential to our Site in order to enable you to move around it and to use its features, such as remembering information you have entered on forms when you move to other pages within a browser session. Without strictly necessary cookies, we may not be able to provide certain services which you have asked for and our Site will not perform as smoothly as we would like it to for you.

#### 3.2 **How do I consent to use of strictly necessary cookies?**

Accepting strictly necessary cookies is a condition of using our Site and by continuing to use our Site you agree we can place strictly necessary cookies on your device. If you reject these cookies then we cannot predict how our Site will perform when you visit it nor guarantee your security.

#### **What strictly necessary cookies do we use on our Site?**

<b>Cookie name</b>	<b>Purpose</b>	<b>Further information</b>
<b>None</b>		

Please note that third parties may also store strictly necessary cookies on our Site and please see paragraph 7 for more information.

### 4. **Performance cookies**

#### 4.1 **Why do we use performance cookies?**

Performance cookies collect information about your use of our Site and enable us to improve the way it works. For example, performance cookies will show us which are the most frequently visited pages on our Site, help us record any difficulties you have with our Site and show us whether our advertising is effective or not (but note that performance cookies do not collect information to display targeted advertising on other sites).

Performance cookies do not collect information that identifies you personally and all information that is collected by these cookies is aggregated and anonymous.

In some cases, we may use third parties to manage our performance cookies but we do not allow any third party to use these cookies other than for the types of purpose listed in this paragraph. For example, they do not remember information about you for the purposes of targeting adverts at you on other sites.

#### 4.2 How do I consent to use of performance cookies?

Accepting performance cookies is a condition of using our Site and by continuing to use our Site you agree we can place performance cookies on your device. If you reject these cookies then we cannot predict how our Site will perform when you visit it nor guarantee your security.

##### What performance cookies do we use on our Site?

Cookie name	Purpose	Further information
None		

Please note that third parties may also store performance cookies on our Site and please see paragraph 7 for more information.

#### 5. Functionality cookies

##### 5.1 Why do we use functionality cookies?

Functionality cookies allow us to remember the choices you make on our Site and to provide enhanced and more personal features. We also use functionality cookies to remember changes you have made to our Site, such as customising a certain webpage, remembering if we have asked you to participate in a promotion and for other services you request such as watching a video or commenting on a blog. All of these features help us to improve your visit to our Site.

Our functionality cookies will not track your activity on other sites.

In some cases, we may use third parties to manage our functionality cookies but we do not allow any third party to use these cookies other than for the types of purposes listed in this paragraph. For example, they do not remember information about you for the purposes of targeting adverts at you on other sites.

##### 5.2 How do I consent to use of functionality cookies?

You can control our use of functionality cookies. We explain how you can manage the different cookies we use on our Site at paragraph 8. If you prevent the use of functionality cookies then this may mean that we cannot offer some services on our Site and may interrupt your enjoyment of it (for example, we may not be able to record your request not to offer you a particular type of service). This may also mean we are limited in the scope of support we can offer you.

### 5.3 What functionality cookies do we use on our Site?

Cookie name	Purpose	Further information
None		

Please note that third parties may also store functionality cookies on our Site and please see paragraph 7 for more information.

## 6. Targeting or advertising cookies

### 6.1 Why do we use targeting or advertising cookies?

We use targeting cookies or advertising cookies to deliver adverts which we believe are more relevant to you and your interests for example if you are viewing an article about a programme on our Site we may show you an advert for the sale of the DVD. We may also use targeting cookies or advertising cookies to limit the number of times you see the same advert on our Site and to help measure the effectiveness of our advertising campaigns. These cookies remember what you have looked at on our Site and may share this information with other organisations such as advertisers.

Third parties may also place targeting or advertising cookies on our Site. Please read paragraph 7 for more details.

### 6.2 How do I consent to use of targeting or advertising cookies?

You can control our use of targeting cookies or advertising cookies and we have explained how you can manage the different cookies we use on our Site at paragraph 8. If you prevent the use of targeting or advertising cookies then this may mean that we cannot offer some services on our Site.

Targeting or advertising cookies may be controlled by third parties and you can control use of these cookies via a third party's own tools. We have explained how you can do this in paragraphs 8.

### 6.3 What targeting or advertising cookies do we use on our Site?

Cookie name	Purpose	Further information
__utma	<a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">ps://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a>	Google analytics for tracking activity on the site
__utmb	Ditto	Ditto
__utmc	Ditto	Ditto

__utmz	Ditto	Ditto
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Please note that third parties may also store targeting or advertising cookies on our Site and please see paragraph 7 for more information.

## 7. How do third parties use cookies on our Site?

7.1 Third party advertisers and other organisations may use their own cookies or other technologies to collect information about the content of our Site and/or the advertisements you have clicked on. This information may be used by them to serve advertisements which they believe are most likely to be of interest to you based on content you have viewed. Third party advertisers may also use this information to measure the effectiveness of their advertisements.

7.2 We do not have access or control over the cookies placed on our Site by third parties and we are not responsible for them. Use of third party cookies is subject to a third party's own privacy policy. We recommend that you review the privacy policy of each third party and we have included details in the table below.

7.3 To disable or reject third party cookies you must go to the relevant third party's site. We have explained how you can control third party cookies on your browser for the main web browsers at paragraph 8 below.

### What third party cookies are used on our Site?

Cookie name	Purpose	Further information
<i>None</i>		

7.4 Some third party advertisers are members of the Internet Advertising Bureau and other online networks which seek to control cookies through opt out mechanisms. For more information please see paragraph 9 below.

## 8. How do I control cookies?

8.1 You can control which cookies you get and which you keep on your device. Unless you have managed your cookies via our cookie preference links or adjusted your browser settings so that it will refuse our cookies, our system will issue cookies when you visit our Site. This paragraph explains how you can control which cookies we use.

8.2 Any cookies which we used before you have adjusted your cookie preferences will remain on your device and you should adjust your browser settings to manage these cookies (please see below for more information on how you can do this)

8.3 Please note that by deleting cookies or disabling future cookies you may be unable to access certain areas or features of our Site and it will mean that settings such as your stored username and password may have to be reset. If you adjust your cookie settings

this will also affect the other sites you visit and if you visit our Site from another device you will have to set your cookie preferences again.

#### 8.4 **Cookie preference links**

We have included cookie preference links at the bottom of each page of our Site to allow you to manage the cookies we use on our Site. You may refuse to accept our cookies at any time by clicking on these links and adjusting your cookie preferences.

We will only use the cookies on our Site which you have agreed to via our cookie preference links.

#### 8.5 **Adjusting your browser settings**

Many web browsers can be set up to ask for your prior consent before a cookie is set on your device. You may refuse to accept our cookies on your device at any time by activating the setting on your browser which allows you to refuse cookies.

We have included links below to direct you to the pages of the main web browsers sites which provide details about changing your browser settings. For information on how to control cookies on web browsers which are not included below or on other devices which you use to view our Site (such as on mobile phones and other mobile devices) please refer to your user manual.

All of the major browsers offer tips and guidance for managing the cookies available on your browser.

There are also lots of different third party browser plug ins and extensions available which you can download to make it easier to see and control your cookies, for example:

privacy block, Ghostery etc

### 9. **Where can I get more information about cookies?**

- 9.1 You can find out more information about internet advertising by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org) or <http://www.iabuk.net/>.

### 10. **Flash Cookies**

- 10.1 We may in certain situations use Adobe Flash Player to deliver special content such as video clips or animation. To improve your user experience, Local Shared Objects (commonly known as 'flash cookies') are employed to provide functions such as remembering your settings and preferences. Flash cookies are stored on your terminal but they are managed through a different interface than the one provided by your web browser. This means it is not possible to manage flash cookies at browser level, in the same way you would manage cookies.
- 10.2 You can access Your Flash management tools from Adobe's website directly. The Adobe Site provides comprehensive information on how to delete or disable Flash cookies - see [www.adobe.com/products/flashplayer/security](http://www.adobe.com/products/flashplayer/security) for further information.
- 10.3 Please be aware that if you disable or reject Flash cookies for our Site, you may not be able to access certain features of our Site, such as playing video content or using services that require you to sign in.