Cookie Policy

The Privacy and Electronic Communications Regulations (PECR) cover the use of cookies and similar technologies for storing information, and accessing information stored, on a user's equipment such as a computer or mobile device. Website owners are therefore required to notify their visitors on how cookies are used on their websites. PECR sits alongside the Data Protection Act 2018 (DPA) and the GDPR. It provides specific rules in relation to privacy and electronic communications. Where these rules apply, they take precedence over the DPA and the GDPR.

Table of contents

1. What are cookies?

A cookie is a small text file which is placed on your browser or the hard drive of your device (e.g. computer, tablet, mobile) when you visit a website. Cookies store information such as your personal preferences to help a website recognise your future visits. They help you in a number of ways such as present information you are interested in (relevant to your preferences) or even complete a form without you having to re-enter information you may have previously provided.

2. What types of Cookies do we use?

The use of cookies allows us to deliver a better and more personalised service. Some of the cookies we use are essential for our website to operate.

We use first and third party cookies:

• First party cookies are set by our website and owned by our company 'DM Data Ltd'.

• Third party cookies are set by domains whose services we are using on our website. For example, we use analytics software 'Google Analytics' owned by Google to gain more insight and understand

user behaviour on our website. It uses cookies to provide us with this information. We do not have control over how third party cookies work.

How long these cookies remain on your device is dependent on the type of cookie. There are two types of cookies;

- Session cookies are short-term cookies set without an expiration date. They are stored in temporary memory and erase when you close your web browser. They do not collect information from your device.

- Persistent cookies are long-term cookies set with an expiration date. They remain in your web browser and device until the expiration date has passed. However, it is possible for you to clear all cookies using your browser's settings.

3. What cookies are used on our website?

We have outlined the cookies used on our website and their purpose in the following categories: necessary cookies and statistic cookies.

3.1 Strictly Necessary Cookies

Strictly necessary cookies are essential for the functionality of our website.

Cookie details

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
dmdata.co.uk	WordPress	Third Party	wordpress_[hash]	Stores the user's authentication details.	Persistent	1 year
			wordpress_logged_in_[hash]	Indicates if you are logged in and who you are.	Persistent	1 year
			wp-settings-1	These are used to customize the view of the website.	Persistent	1 year
			wp-settings-{time}-[UID]		Persistent	1 year
Uncode WordPress Theme	Undsyn	Third Party	uncodeAI.css	These cookies contain runtime information about the viewport and screen resolution. This data is used on every page refresh to calculate the correct Adaptive Images. No personal information is stored within these cookies.	Session	End of browser session
			uncodeAI.images		Session	End of browser session
			uncodeAI.screen		Session	End of browser session
DM Data Ltd	DM Data Ltd	First Party	__cookie	Confirms if the user has accepted our use of cookies	Persistent	1 year

3.2 Statistic Cookies

Statistic cookies collect and report anonymous information on how you use our website. This insight helps us make decisions on how to improve our website.

Cookie details

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Google Analytics 4	Google	Third Party	consent	Stores the user's consent preferences for tracking	HTTP Persistent	25 months
			_ga	Enables anonymous visitor tracking to generate statistical insights on our website.	Persistent	2 years
			_gid	Enables anonymous visitor tracking to generate statistical insights on our website.	Persistent	24 hours
			_gat	Used to regulate request rate ensuring proper server resource allocation and preventing excessive data traffic.	Session	Until closed
			_gac	Stores campaign-related data and parameters, including traffic source (e.g. website or ad), the medium through which the user arrived (e.g. search or paid ads), campaign name, and associated marketing information	Persistent	90 days
			ga<property>	Assigns a randomly generated identifier to each user, ensuring anonymity while distinguishing individual visitors for analytical purposes.	Persistent	2 years
			_fbp	Used by Facebook for advertising purposes	Persistent	90 days

			AEC	Tracks the user's participation in Google's A/B testing and experimentation programs	HTTP Persistent	25 months

Other technology details

Source	Provider	Party Type	Technology Name	Purpose	Technology Type	Expiration
Google Analytics 4	Google	Third Party	gtag.js	Collects data about visitor activity on the website such as pages visited, links clicked, and time spent on the site. It sends the data to Google Analytics for analysing website traffic and user behaviour.	JavaScript	Session

4. How do you agree to the use of cookies?

By clicking/tapping the 'Yes, accept all cookies' button in our cookie message which displays at the top of your browser window when you first visit our website, you agree to the use of all cookies used on our website. A link is also present to this cookie policy regarding cookie usage in the message. If you wish to agree to only specific cookie categories, the buttons 'No, customise settings' (in the cookie message) or the 'Cookie Settings' (in the bottom left corner of your browser) will take you to our Cookie Preference Centre, where you can select the cookie categories you want to activate.

5. How do you remove or disable cookies?

If you wish to remove or disable cookies, you can do so by adjusting the settings in your browser. However, our strictly necessary cookies will automatically download upon your next visit to our website. Please note, our Cookie Preference Centre can only remove our own cookies. We do not have control over third party cookies once they have been accepted. Therefore, we advise you use your browser settings to remove third party cookies.

6. How do you manage cookies?

You can find instructions on how to manage your cookies (enable/disable them) in your desktop browsers via the following links; Internet Explorer, Microsoft Edge, Google Chrome, Mozilla Firefox and Safari. More information on controlling or deleting cookies is available at www.AboutCookies.org. Cookies on mobile and tablet devices can be managed via the device's settings app.

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