

## COOKIES POLICY

### **PLEASE READ THE TERMS OF THIS POLICY CAREFULLY BEFORE USING THE SITE**

#### **1. By using our site you accept these terms**

Your access to and use of this website is subject to the terms of this policy, our Terms of Business and any other legal notices and statements contained on this website. By using this website, you agree to be subject to the following terms. If you do not agree to these terms, you must not use our site. We recommend that you print a copy of these terms for future reference.

#### **2. Where to find terms that may apply to you**

This Cookies Policy should be read with the following documents that will all apply to you. Click on the links below to go straight to more information on each area:

2.1. Our Website Terms of acceptable use: <https://www.avisiconsultancy.co.uk/assets/aviso-terms-conditions-of-use.pdf>

2.2. Our Privacy Policy: <https://www.avisiconsultancy.co.uk/assets/aviso-privacy-policy.pdf>

2.3. This Cookies Policy

2.4. Our Terms of Business: <https://www.avisiconsultancy.co.uk/assets/aviso-quality-policy.pdf>

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

A cookie is a small file stored on your computer that helps us anonymously to identify your browser from page to page and from visit to visit to improve your experience on a particular website. If you do not know what cookies are, or how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance. Alternatively, you can search the internet for other independent information on cookies.

#### **4. How do they work?**

The first time you visit a site which uses cookies, a cookie is downloaded to your device. This can contain a variety of information to improve your visit on the site, such as language preferences, etc. The next time you go back to that website, your browser checks for a stored cookie and sends information back to the website if there is one stored. The website then tailors content appropriately (for example, display the UK version of the site).

#### **5. Explicit Consent**

By signing off your preferences to that effect, you have provided explicit consent for us to put cookies onto your computer. If you change your mind, then you should either not use this site, or you should delete our cookies having visited the site, or you should browse the site using your browser's anonymous usage setting (such as "Incognito" in Chrome, "InPrivate" in Internet Explorer, "Private Browsing" in Firefox and Safari). You can also change your browser settings to disable cookies or to be advised when cookies are sent to your computer. However this may impair your use of and access to our website and will inevitably impact the services we are able to provide for you, so we advise that you leave cookies enabled.

## COOKIES POLICY

### 6. How we use Cookies

6.1. The following information describes the cookies we use on this site and what they are used for:

#### 6.1.1. Persistent Cookies for Site Analytics and Performance

##### Google Analytics

We use this to understand how the site is being used in order to improve the user experience. User data is all anonymous.

You can find out more about Google's position on privacy as regards its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>

#### 6.1.2. Remarketing

##### Google AdWords and Bing AdWords

Our website uses Google AdWords and Bing AdWords remarketing to advertise on third party websites to previous visitors to the website. Targeted advertising could be in the form of an advertisement on the Google or Bing search results pages or another website in the relevant display network. Third-party vendors use cookies to serve ads based on someone's past visits to our website. Of course, any data collected will be used in accordance with our own privacy policy and Google's or Bing's (as applicable) own privacy policies.

You can set preferences for how Google and Bing advertise to you using their respective Preferences pages, or you can opt out of their use of cookies by visiting the Settings pages. You can find out more generally about Google and Bing's policies and principles as regards advertising at, respectively:

<http://www.google.com/policies/privacy/ads/> and

<https://help.bingads.microsoft.com/apex/index/3/en-us/52023>

#### 6.1.3. Cookies to Share the Contents of our Website Through Social Media

By using the correct buttons, you can share the content on our website through social media. These buttons are controlled by social media cookies that are installed by the social media parties, so they are able to recognise you when you would like to share content.

These cookies enable logged-in users of selected social media to instantly share content that is available on our website.

Please refer to the privacy and cookies policies that these social media parties have published on their own websites. Beware that these policies may regularly change. We have no influence or control over these third parties or what they do with the data they collect.

In respect of AvISO, the social media parties concerned are:

- Facebook
- Google+
- Twitter
- Pinterest
- LinkedIn
- Tumblr

## COOKIES POLICY

6.2. These cookies are classed by the Information Commissioner's Office (ICO) as 'minimally intrusive'.

### 7. Third Party Content

We occasionally provide content through third parties who may implement cookies of their own. This includes trusted third party content providers.

**We recommend you set your browser to not accept third party cookies if you do not wish to have these third party services place cookies on your machine. We have little control over what they do with the data they collect.**