Cookie Policy

<u>The following is cookie policy wording for Sequence (UK) Ltd</u>

What are cookies?

Cookies are small text files that are downloaded and stored on your computer, tablet or smartphone by websites that you visit. These files are used to help the website work, provide information to the owners of the site or enhance your usage of the website.

A cookie records your preferences when using a particular site, ensuring that you are not shown the same information and/or are only shown information you have stated that you are interested in. In order to use the Site you agree to let cookies be saved as they are an important part of navigation of the Site.

The following are examples of information we may collect:
- Information about your device browser and operating system
- Your internet protocol (IP) address assigned to your internet service
- The web pages you visit on our websites
- Any embedded links you view

We also use the cookie to allow you to log into the MyFavourites and MyAccount part of the site. This will store some personal information (e.g. first name, last name, email address, phone number) that may be used should you need to fill out an enquiry form. This information is removed when you log out of MyFavourites or MyAccount, or when your session expires.

Different types of cookies

Our websites uses two different types of cookies.

First party cookies

These are cookies that are created by and placed on your computer by the owner of the website. This type of cookie is usually essential to the running of the website as they ensure your security and privacy when you use our secure sites, as well as enabling you to move around a website and use its features. Without these cookies, services you've asked for (such as access to secure areas) can't be provided.

These cookies don't gather information about you that could be used for marketing or remembering where you've been on the internet.

Third party cookies

These are cookies that are managed by a third party but are placed on your computer by the owner of the website. This type of cookie is often used to help monitor activity on the website or to record how visitors to the website got there.

We may use cookies, tracking pixels and similar technologies on our website to gather data about our visitors' use of our website. We use this data to improve your experience of our website, to analyse the visitors' use of the site and to provide you with relevant, interest-based marketing.

We use Google Analytics to provide us with information about your visit to our website. We do this in order to help improve our website service to customers.

Their cookies typically store anonymous aggregated information such as whether a visitor has been to the site before, and the time of the current visit.

We or our third party advertisers may also use cookies to monitor the effectiveness of advertising on the site.

Where our websites make use of a 3rd party live chat service provided by Giosg, this service makes use of cookies for personalisation and analytics, tracking and storage of data including IP address, content of chat conversations, visited URLs, referrer URL, timestamp, operating system, device, browser. For further information please visit: https://www.giosg.com/terms-of-service

Where we use the Adfenix service to track traffic to our property pages in order to build audiences for our online advertising based upon how our visitors interact with our site, this service is used to promote the advertising of our properties and services through social media channels, including Facebook, using the Facebook pixel, and Twitter.

For more information on how you can opt out of advertising on these channels please visit:

https://www.facebook.com/help/109378269482053?helpref=hc_global_nav
https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads

First party and third party cookies can either be session cookies or persistent cookies.

Session cookies are temporary cookies which remain on your device whilst you are on our website. They are automatically deleted when you leave the website or close your browser or

Persistent cookies remain on your computer either until they reach a pre-set expiry date, or you choose to remove them.

First party cookies that we currently use

Cookie Name	What does it do?	Expires	Provider
__RequestVerificationToken	Cross site request forgery prevention (CSRF)	1 year from creation	Sequence
CookiePrefs	Track if the user has accepted the cookie terms and conditions	1 year from creation	Sequence
MyAccount	User details for site functionality after login	1 year from creation	Sequence
Cookieconsent_status	Track if the user has accepted the MyAccount cookie terms and conditions	1 year from creation	Sequence
ASP.NET_SessionID	Identify and store a user's session ID	1 year from creation	Sequence

Third party cookies that we currently use

The third party cookies we use are as follows:

Cookie Name	What does it do?	Expires	Provider
_ga	Tracking users for Google Analytics	2 years from creation	Google Analytics
_gid	Tracking users for Google Analytics	1 day from creation	Google Analytics
_gat_UA-4767409-3	Google Analytics Data	1 minute from creation	Google Analytics
_fbp	Adfenix adverts	3 months from creation	Facebook advertising
giosg_chat_id_2803	Live chat	3 years from creation	giosg
giosg_gid_2803	Live chat	3 years from creation	giosg
giosg_gsessid_2803	Live chat	1 day from creation	giosg
ARRAFinity	Used with Azure web servers to affinitize a client to an instance of an Azure web application	1 year from creation	Azure

How to change your cookie settings You can stop cookies from being placed on your computer. However, if you do this for our website you will not be able to use some of the online services we offer, for example it would not be possible to manage your accounts online or to apply for an account online.

If you want to change your cookie settings, you will need to change the cookie settings in your web browser. Each web browser is different, and you can find out how to do this in your browser's help section.

Alternatively, you can visit http://aboutcookies.org.uk/managing-cookies where you can find specific information about cookies and how to manage them to suit your preferences. However, please be aware that disabling cookies will make browsing our website much slower and may mean that some of our online services will not work.