

**Group Cookies  
Notice**

## Group Cookies Notice

### Contents

Introduction .....	4
What are cookies? .....	4
Why do we use cookies?.....	4
What types of cookies do we use .....	5
Strictly necessary cookies .....	5
Performance cookies .....	5
Social Media and 3rd party cookies .....	5
How do you manage cookies .....	8
Changes to our policy.....	8
Signature:           Date: 03/11/2017 .....	8

## Group Cookies Notice

### Version Control and Document Purpose

#### Version Control

Version No	Date	Details of Update	Section and Page	Amended By
1.0	1 November2017	Policy Created	n/a	Debbie Burrows
1.1	9 November 2017	Change to name of document from Group Consumer Cookies Policy to Group Cookies Notice. Changes made to the wording of the document purpose to reflect the document name change and remove the reference to the responsibilities.	Pages 1 and 3	Debbie Burrows

#### Document purpose

This document outlines the Cookies Notice and the requirements for publication of the reasons on why we use cookies, what cookies we use and how individuals can manage cookie usage on their systems. The notice should be read in conjunction with the Group Data Protection Policy, Privacy Policy, Retention Policy and CCTV Policy.

It is to be noted that not all companies within the group will use cookies on their websites but where they are used then this notice will be published on the website and will be kept up to date with all new cookies that are being used by the group.

This document will be reviewed annually or when required by the Data Protection Officer, reflecting any changes to legislation or perceived risk.

**Document owner:** Data Protection Officer

## Group Cookies Notice

### Introduction

NoteMachine Group is committed to protecting you and any data (anonymous or otherwise) that we collect about you online. When you visit our websites or make use of our online services you automatically receive one or more cookies. The primary purpose for our use of cookies is to ensure the optimal delivery of our services. In addition, we use third party cookies for statistics and to analyse user behaviour.

By using our websites (through any device) you agree that this Cookies Policy applies to that use, in addition to any other terms and conditions which may apply.

This policy explains in more detail what cookies are, what types of cookies we use, how we use them and what you can do to manage how they are used.

In this policy we use the term “cookies” to refer to cookies and other similar technologies covered by the Privacy and Electronic Communications (EU Directive) Regulations 2003.

### What are cookies?

A cookie is a small file of data, typically of letters and numbers, that a website asks your browser to store on your computer or mobile device. Cookies are sent back to the originating website on each subsequent visit and are essential to the effective operation of our website and to enable you to shop online with us.

Cookies also allow the website to "remember" your actions or preferences over time and are useful to recognise a user's web browser or device. They do not however contain personal information that can identify you.

Most Internet browsers support cookies; however, users can set their browsers to decline certain types of cookies or specific cookies, and can choose to delete cookies at any time from their browser settings.

### Why do we use cookies?

We use cookies to learn how you interact with our website, its content and to improve your experience when visiting our website. For example, some cookies remember your language or preferences so that you do not have to repeatedly make these choices when you visit our websites.

Additionally, cookies allow us to serve you specific content on our own website and on third-party websites. We may employ the learnings of your behaviour on our website to serve you with targeted advertisements on third-party websites in an effort to “re-market” our products and services to you.

## Group Cookies Notice

### What types of cookies do we use

#### Strictly necessary cookies

Cookies Used	description
ASP.NET_SessionId	These cookies enable services that you have specifically asked for. For those types of cookies that are strictly necessary, no consent is required. These cookies are essential in order for you to use our website. Without these cookies you will not be able to place an order or access your 'My Account' settings.

#### Performance cookies

Cookies Used	description
__utma, __utmb, __utmc, __utmz, NewLogaholic_VID	These cookies collect anonymous information on the pages visited. By using our website, you agree that we can place these types of cookies on your device. These cookies are set automatically on each page of the site and they don't collect information that identifies a visitor.

#### Social Media and 3rd party cookies

You may receive cookies from social media websites and other 3rd party websites, for example by clicking on one of our social media links. We don't control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

Site Used	description
<b>Bing</b>	The Bing Ads Universal Event Tracking tag helps us understand how our Bing campaigns perform by tracking actions on our website once ads have been clicked. <a href="https://account.microsoft.com/privacy/ad-settings">https://account.microsoft.com/privacy/ad-settings</a>
<b>Facebook</b>	We may present you with some targeted adverts on Facebook based on your engagement with our website. This is known as remarketing or retargeting and uses the Facebook Pixel, an analytics tool that allows us to measure the effectiveness of our advertising by understanding the actions people take on our website. <a href="https://www.facebook.com/help/568137493302217">https://www.facebook.com/help/568137493302217</a> <a href="https://www.facebook.com/business/help/651294705016616?helpref=faq_content">https://www.facebook.com/business/help/651294705016616?helpref=faq_content</a>
<b>Google Analytics</b>	We use Google Analytics to understand how our media campaigns work and how you interact with our website in order to improve the user experience. Google stores this information

## Group Cookies Notice

	in accordance with their <a href="#">privacy policy</a> and their <a href="#">cookie usage policy</a> .
<b>Google tracking cookies</b>	<p>Google tracking cookies enable us to understand if you complete certain actions on our website(s) after you have seen or clicked through one of our adverts served via Google. Based on the content you have engaged with on our websites Google are able to deliver some targeted adverts across other Google partner websites.</p> <p>For further information on personalisation and opting out, visit: <a href="https://support.google.com/ads/answer/2662922?hl=en">https://support.google.com/ads/answer/2662922?hl=en</a></p>
<b>Hotjar</b>	<p>We use Hotjar software from time to time to analyse user behaviour through video capture, helping us to further improving the performance of our website and user experience.</p> <p>Hotjar uses the following cookies:</p>
<b>_hjClosedSurveyInvites</b>	This cookie is set once a visitor interacts with a Survey invitation modal popup. It is used to ensure that the same invite does not re-appear if it has already been shown.
<b>_hjDonePolls</b>	This cookie is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not re-appear if it has already been filled in.
<b>_hjMinimizedPolls</b>	This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.
<b>_hjDoneTestersWidgets</b>	This cookie is set once a visitor submits their information in the Recruit User Testers widget. It is used to ensure that the same form does not re-appear if it has already been filled in.
<b>_hjMinimizedTestersWidgets</b>	This cookie is set once a visitor minimizes a Recruit User Testers widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.
<b>_hjIncludedInSample</b>	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.
<b>LiveChat Software</b>	<p>We use LiveChat Software to communicate with customers on our website and as part of this software cookies are used by LiveChat, Inc. These cookies enable us to quickly confirm your identity and owing to them the use of the LiveChat service becomes much easier and more widely available, solely with the purpose of personalising a particular user. Users who removed 'cookies' from their storage media or have not accepted them on their browser may not have access to products or services rendered by LiveChat, Inc. We do not link the information we store in cookies to any personal data you submit while on our site. The use of third party cookies is not covered by our Privacy Policy. We do not have access or control over these cookies.</p> <p><a href="https://www.livechatinc.com/privacy-policy">https://www.livechatinc.com/privacy-policy</a></p>

## Group Cookies Notice

<b>VWO</b>	<p>We use VWO software to analyse user behaviour through Heat Maps and Scroll Maps, further improving performance of our website. VWO uses cookies to run tests and to track user information. The cookies keep track of the variation a user has viewed and help to serve the same variation to the user consistently; track goals completed by a user; and determine whether a user is a part of a test</p> <p>VWO uses the following cookies to track users and test information:</p> <p><a href="https://vwo.com/knowledge/what-are-the-cookies-stored-by-vwo">https://vwo.com/knowledge/what-are-the-cookies-stored-by-vwo</a></p>
_vis_opt_exp_EXPERIMENT_ID_goal_GOAL_ID:	This cookie is generated when a goal is created.
_vis_opt_test_cookie:	This is a temporary session cookie generated to detect if the cookies are enabled on the user browser or not.
_vis_opt_exp_EXPERIMENT_ID_combi:	This cookie is generated when users reach a particular combination. This cookie ensures that users see the same variation that they saw on their previous visit to the page.
_vis_opt_exp_EXPERIMENT_ID_exclude:	This cookie is generated when a user is excluded from a test.
_vis_opt_exp_EXPERIMENT_ID_split:	This cookie is generated during a Split URL test.
_vis_opt_s:	This cookie detects if the user is new or returning to a particular test.
_vis_opt_out:	This cookie indicates that the visitor is not part of the test. This cookie is valid for 10 years.
EXPERIMENT ID	refers to the ID of the test, and GOAL ID refers to the ID of the goal.
_vwo_uuid:	This cookie generates a unique ID for every visitor and is used for the report segmentation feature in VWO. It also allows you to view data in a more refined manner. If you have a test running on multiple domains, you will notice test-specific UUID values.
_vis_opt_exp_EXPERIMENT_ID_combi	In the cookie, the Control always has the value of 1, Variation #1 always has the value of 2, Variation #2 has the value of 3, and so on.
<b>YouTube</b>	<p>We embed videos or insert links to videos from YouTube on our website(s). As a result, when you visit a page with content embedded from or linked to YouTube, you may be presented with cookies from YouTube.</p> <p><a href="https://support.google.com/ads/answer/2662922?hl=en-GB">https://support.google.com/ads/answer/2662922?hl=en-GB</a></p>

## Group Cookies Notice

### How do you manage cookies

You are not obliged to accept cookies that we send to you and you can modify your browser so that it will not accept cookies. You should follow the instructions in your browser (usually located within the “Help”, “Tools” or “Edit” facility) to enable or disable cookies. You can allow cookies from specific websites by making them ‘trusted websites’ in your internet browser.

However, please note that in order to view and/or use some of our products and services, and to enable some of the protection we provide for your financial and personal information, cookies are required on your browser. Disabling the use of cookies may therefore affect our ability to provide you with our products and services.

Further information concerning cookies and how to manage them to suit your preferences can be found by visiting <http://www.allaboutcookies.org> or [www.cookiecentral.com](http://www.cookiecentral.com).

### Changes to our policy

This policy replaces all previous versions and is correct as of November 2017. We reserve the right to change the policy at any time and you should check our website periodically for any changes which may affect you. Changes made to this policy become effective immediately. Your continued use of our websites is taken as meaning that you agree to such changes.

This policy was approved by the Board of Directors and is issued on a version controlled basis under the signature of the Chief Executive Officer (CEO).

**Signature:**

**Date: 03/11/2017**