

# PRIVACY AND COOKIES POLICY

Effective Date: 04/02/2023

## 1. Who are we?

1.1 We are Actura Associates Ltd. You can contact us at [admin@acturaassociates.co.uk](mailto:admin@acturaassociates.co.uk). Other contact details are on our website, [www.acturaassociates.co.uk](http://www.acturaassociates.co.uk).

## 2. What's the point of this policy?

2.1 It tells you what to expect when we collect your personal information. Please only use our service if you are completely happy with this policy.

2.2 Generally, the policy covers only information provided to us. If you give personal information to other people, such as payment providers or other websites, please check their privacy policies.

## 3. Might the policy change?

3.1 Yes. Please check whenever you visit our website. We will assume you agree to the new version of the policy if you use the site after its effective date.

## 4. Why do we need the information?

4.1 To populate forms with information provided by you. This information needed to make an assessment on your case.

4.2 We also may need to disclose your personal information where it is necessary to comply with any applicable laws or in the interests of fraud protection.

## 5. What do we collect?

5.1 Information which you give us to provide our service or otherwise give us such as your name, phone number and details.

5.2 Automated information such as the internet protocol (IP) address used to connect your device to the internet, connection information such as browser type and version, information about your device including device-type and device identifier, operating system and platform, mobile network data, a unique reference number linked to the data you enter on our system, login details, clickstream data, details of your activity with date / time stamps including pages you visited and your searches / transactions.

## 6. What about cookies?

6.1 We and/or third parties use cookies and other tracking technologies on our website. A cookie is an identifier (a small file of letters and numbers) that is sent to your computer. Our website's functionality will be limited if you configure your browser to reject cookies.

6.2 Cookies are widely used to make websites work, or work more efficiently, as well as to provide information to the website owner or others. Session cookies are temporary cookies that remain in the cookie file of your browser only until your browser is closed. They allow websites to link your actions during a browser session. Persistent cookies stay in the cookie file of your browser for longer (how long will depend on the lifetime of the specific cookie). For further information on cookies, including how to use your browser to block them and how to delete cookies already stored on your device, visit: [www.allaboutcookies.org](http://www.allaboutcookies.org).

6.3 The following kinds of cookies may be used on this website:

a) Session cookies: These enable us to keep track of your movement from page to page and store your selections so you do not get asked repeatedly for the same information. They allow you to proceed through many pages of the site quickly and easily without having to authenticate or reprocess each new area you visit.

b) Tracking cookies: We place cookies (up to twenty years) to enable us to associate any form you create on our website with other information about your visit, such as any Google advertisement you clicked on to visit our site, the keywords you used and the pages you visited.

c) Exit pop-up cookies: We place persistent cookies (up to 24 hours) to ensure that you aren't shown pop-ups in our site more than once in each 24 hour period.

d) Google cookies: Persistent cookies (up to four years we believe) are set in connection with the following Google services on our site and these cookies may involve certain non-personally identifying information being sent to Google:

i) Google Analytics ("GA"): We use cookies to recognise and count the number of website visitors as well as providing other information about the visit such as duration, route through the website and what sites the visitor came from. This information helps us to improve the way our website works, for example by making sure users find what they need easily. You can specifically opt out of GA [here](#). See below for other opt out routes.

ii) GA Advertising Features: We may use the following GA Advertising Features: Remarketing with GA / Google Display Network Impression Reporting / GA Demographics and Interest Reporting / Integrated services that require GA to collect data via advertising cookies and anonymous identifiers. These features involve GA collecting data via Google or other advertising cookies including for display of ads which may be of interest based on your visits to this and other sites. You can specifically opt out of GA [here](#). You can opt of GA Advertising Features at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices). See below for other opt out routes.

iii) Google advertising cookies (AdSense, Doubleclick): Google uses cookies in connection with Google advertising on our website to serve ads to you based on your visits to this and other websites, to avoid showing you repeat ads and for various other purposes. You can opt out at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices). See below for other opt out routes.

iv) YouTube cookies: Google may set persistent tracking cookies (up to 8 months we believe) when you visit a page on our site which includes, or play, an embedded YouTube video.

More information and opt out: [Click here](#) for Google's privacy policy and [here](#) for more information about the kinds of cookies placed by Google. [Click here](#) for information about how Google uses data from its partners' sites or apps as well as different ways to opt out of Google cookies.

e) Third party advertising cookies: Cookies may be placed by third party advertisers and/or internet advertising companies who fill ad space on our website. The third parties may use persistent cookies and other similar technologies (known as action tags, single pixel gifs and web beacons) to assess information about your visits to this and other sites. This is so they can track the effectiveness of their campaigns (including whether these advertisements are clicked on or viewed by users and later purchases by such users), avoid showing you the same advertisement repeatedly and display advertisements on this and other sites tailored to your preferences. We do not have any access to or control over these third party technologies. If you would like more information about these practices and to know your choices about not having this information used by certain of these companies, please visit [www.youronlinechoices.com](http://www.youronlinechoices.com), [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices) and/or [www.aboutads.info/choices](http://www.aboutads.info/choices). Please contact the third parties directly for more information about their privacy practices.

f) Social media cookies: We may use various social media and other third party features on our website including the "Like" button from [Facebook](#), follow button from [Twitter](#), [Plus +1 button from Google](#), Pin It button from [Pinterest](#), share / follow button from [LinkedIn](#), embed button from [YouTube](#). These features may involve the relevant companies using cookies or linking your visit with cookies previously placed by them on your computer in order for them to collect information relating to your visit to our website or your interaction with their services or otherwise. Click the links shown above for further information about the specific features and those companies' cookie / privacy practices generally as well as to opt out where this is possible.

7. What do we do with personal information?

7.1 Provide our service and to verify information supplied to us.

7.2 Use it to recognise you when you visit or return to our service to track anonymised traffic and usage patterns, prevent or detect fraud or abuses and help us improve our service.

8. How long do we keep it?

8.1 Generally, for up to six years – to help deal with any disputes. That timeframe may vary if we are legally required to keep information for a particular period.

9. To whom do we send or make available your personal information?

9.1 To any other company or solicitor to whom we introduce you. You agree to them contacting you to discuss your case.

9.2 To other people who supply us with a service, e.g. e-commerce platform providers, website hosts, content delivery networks and businesses which help us send communications or monitor our website.

10. Do we send your information outside the European Union?

10.1 Your personal information which we collect is stored on servers located within the UK and is not transferred to any third countries.

11. What rights do you have?

11.1 To ask us for access to your personal information, to rectify it if there are mistakes, to delete or restrict or object to its use in certain circumstances or to “data portability”. (Some of these rights may not yet have come into effect.)

11.2 If you have a complaint about how we are dealing with your personal information, please contact us via the email address above. If you are not happy with our response or think we are not handling your personal information in accordance with the law, you can complain to the Information Commissioner’s Office (ICO).

11.3 For more information about your rights, visit the ICO’s website: [www.ico.org.uk](http://www.ico.org.uk).