

# Cookie Policy

## Introduction

This policy explains how Robert Pinkus & Co. LLP and Robert Pinkus Property Management Ltd use cookies on our website. When you visit our website, we or a third party service provider may collect technical and navigational information through use of cookies on our websites (or applications).

If you continue without disabling our cookies we will assume that you are happy with our use of them as outlined in this policy. Our use of cookies complies with data protection law and regulation and the information detailed herein will ensure you are aware of your privacy rights when using our websites.

### 1 What are cookies?

Cookies are files containing small amounts of information which are downloaded to your device when you visit a website. Your web browser (like Internet Explorer, Mozilla Firefox, Google Chrome or Safari) then sends these cookies back to our website [or application] on each subsequent visit.

We and our third party service providers use the information we get about you, through the use of cookies, for the following purposes:

- To recognise your device(s) when you visit our website;
- To remember if you've set any preferences on our website;
- To temporarily store data – for example, this may be used as part of customer surveys;
- To test new content and assess its performance;
- To remember if you've been informed of our Cookies Policy, Privacy Policy and other terms;
- To track you as you go through our website (we do this to track page usage, and see what paths have been used by visitors on our website; we also track the use of our Internet banner advertisements and other links from our marketing partners' websites);
- To improve our website's usability;
- To allow you to share pages with social networks such as LinkedIn, Facebook and Twitter, and to support social media components, like Facebook or Twitter (where our website uses a plugin from these third party platforms);

- To make sure you don't miss information that's relevant to you (we target information to our users, such as website content, marketing campaigns, direct marketing emails, and Internet banner advertisements on our website and other websites);
- To analyse use of our website (we do this for statistical analysis and, sales and marketing research).

We may also combine this web usage data with other information we have collected about you, and we store this information so we can have a better and more specific understanding of the way people are using our website, and their preferences and interests.

Cookies may be either 'persistent' cookies or 'session' cookies, depending on how long they are used. To stop us setting these cookies you will need to set up your browser to reject all cookies (see more below).

Persistent cookies stay on your device after you have closed your browser, and allow a website to remember your actions and preferences. They are activated every time you visit the website where the cookie was generated. Sometimes persistent cookies are used by websites to provide targeted advertising based on your browsing history. They are stored by the browser and remain valid until their set expiry date (unless you delete the cookie before its expiry date).

Session cookies only last as long as you're on the website, and they're deleted when you close your browser. They help us keep track of things like how a particular device is navigating from page to page. This supports the website's security or basic functionality.

Many of the cookies we use are session cookies. For example, they help us to ensure that your session is secure, and allow you to stay signed in while you move between pages.

## 2 Cookies we collect

Whether a cookie is a first or third party cookie depends on which website the cookie comes from. First party cookies are set by (or on behalf of) the website you're visiting. All other cookies are third party cookies. We use both first party and third party cookies. You can read more about them below.

- **Third party cookies:** In some cases, third parties manage some of our cookies for us, but we never allow them to use the cookies for any purpose other than those listed below.
- **Strictly necessary cookies:** These cookies are required for our website to operate. For example, they may include cookies that let you log into secure areas of our website.

- **Performance cookies:** These cookies allow us to recognise and count the number of visitors to our site, and to see how they move around our website when they are using it. This helps us improve the way our website works, for example, by ensuring users are finding what they are looking for easily.
- **Functionality cookies:** These cookies are used to recognise you when you return to our website. This lets us personalise our content for you, greet you by name, and remember your preferences, for example, your choice of language or region.
- **Analytics cookies:** In order to keep our products and services easy to use and up-to-date, we use web analytics services to help us understand how people use our website. For example, we can see which parts of our services are most popular, identify when errors occur, and test different versions of a feature to see which one works best. These web analytics services may be designed and operated by other companies on our behalf. They do this using small invisible images known as 'web beacons' or 'tracking pixels' that may be included in the digital products and services on our website. For example, these may be used to count the number of times something has been seen. The web beacons are anonymous and do not contain or collect any information that identifies you.
- **Targeting cookies:** These cookies record your visit to our website, the pages you have visited, and the links you have followed. We use this information to make what you see more relevant to your interests, from pages on our website to advertising you may be interested in. We may also share this information with third parties for this purpose.

### 3 What cookies we collect that may contain personal identifiable information?

Most of our cookies don't store personal data or sensitive information, such as your name, address or payment details, they simply hold the 'key' that, once you're signed in, is associated with this information. You will always have to provide your consent by an affirmed action before personal data is processed by a cookie for any reason not included in this Policy.

### 4 Blocking cookies

In most browsers, you can choose to reject cookies and/or turn off tracking features, and we provide instructions on how to do this below. However, please note that by doing so, parts of our website may no longer function as expected. For example, if you delete cookies, any preferences they record will be lost. This includes, for example, where you have opted out from cookies, as this requires an opt-out cookie to be set.

However, if you'd prefer to restrict, block or delete cookies from Pinkus.co.uk, or any other website, you can use your browser to do this. Each browser is different, so check the

'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

If you need assistance to do this, please visit <http://www.allaboutcookies.org> where you will find further information for many browsers.

## 5 Third party cookies

When you visit pinkus.co.uk, you may notice some cookies that aren't related to us. If you go on to a web page that contains embedded content, for example from YouTube, you may be sent cookies from these websites. 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. An example of a third party provider that may set cookies on our site is;

- **Google Analytics and Google Tag Manager:** These are third party cookies used to track visitors, and collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. No personally identifiable information is stored. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from, and the pages they visited.

## 6 Enabling cookies

If you're not sure of the type and version of web browser you use to access the Internet:

**For PC:** click on 'Help' at the top of your browser window and select the 'About' option.

**For Mac:** with the browser window open, click on the Apple menu and select the 'About' option.

## 7 How to check cookies are enabled for PCs?

If you wish to stop your browser from accepting cookies, see the following pages:

- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Internet Explorer](#)
- [Safari](#)
- [Opera](#)

## 8 Banner advertising

This type of advertising is designed to provide you with a selection of products, based on what you're viewing on Pinkus.co.uk, which are presented to you by our agency when you visit other selected websites. The technology behind these adverts is based on

cookies. Find out more about cookies, and why and how we use them, via the 'What are cookies' section.

Please be assured that the data contained in the cookie used in these adverts is completely anonymous and doesn't contain any of your personal details.

## **9 Disabling banner adverts**

We would like to continue to display content that's relevant to you, but you can choose to opt out of this type of advertising permanently. However, please note that, if you delete your cookies too, we'll no longer know that you've opted out, so the banners may re-appear when you visit other selected websites.

## **10 Contact us**

Should you have any queries regarding this Cookie Policy, or our privacy practices, you may email us at: you may e-mail us at: [sarah@pinkus.co.uk](mailto:sarah@pinkus.co.uk)

Or write to us at: Sarah McGee – Data Controller  
Agency Support & Compliance  
Robert Pinkus & Co. LLP  
16-18 Riversway Business Village  
Navigation Way  
Preston  
PR2 2YP