

Hidden Hearing Limited – Cookie Policy 28.02.2018

Cookies

Our Website uses cookies to distinguish you from other users of the Website, to provide you with a good experience when you browse the Website, and also to help us to improve the Website.

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu for a video about cookies visit www.google.co.uk/goodtoknow/data-on-the-web/cookies

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

1. On our Website we use the following kinds of cookies: **Strictly necessary cookies**. These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.
2. **Performance cookies**. These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.
3. **Functionality cookies**. These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
4. **Targeting cookies, or advertising cookies**. These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaigns. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

Managing cookies

You can remove any cookies already stored on your computer and you can control how your web browser deals with cookies by clicking "turn cookies off" in the "Cookie control" pop up at the bottom left corner of our Website, or by changing your browser settings. Turning cookies off may prevent you from using parts of our Website.

Many browsers give a range of options for managing cookies, including obtaining consent for every cookie, blocking certain types of cookie and blocking cookies from unrecognised websites. You can set your browser to block all cookies. However, if you do this many sites will not work as smoothly as you are used to and some basic functionality that is dependent on cookies will not work at all.

The following links go to the relevant help sections for the major web browsers and explain how to manage your cookies:

- Chrome
https://support.google.com/chrome/bin/answer.py?hl=en&answer=95647&p=cpn_cookies
- Safari OS X
<http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html>
- Safari iOS
<http://support.apple.com/kb/HT1677>
- Internet Explorer
<http://windows.microsoft.com/en-GB/windows7/How-to-manage-cookies-in-Internet-Explorer-9>
- Firefox
<http://support.mozilla.org/en-US/kb/Cookies?s=cookies&r=0&e=es&as=s>
- Android
<http://www.google.com/support/mobile/bin/answer.py?hl=en&answer=169022>
- Blackberry
http://docs.blackberry.com/en/smartphone_users/deliverables/33213/Turn_off_cookies_in_the_browser_60_1072866_11.jsp
- Windows phone
<http://www.microsoft.com/windowsphone/en-us/howto/wp7/web/changing-privacy-and-other-browser-settings.aspx>

Hidden Hearing cookies

We use the following specific cookies:

- The __utma Cookie - This cookie is what's called a "persistent" cookie. It is used by Google Analytics (<http://www.google.com/analytics>) to ascertain whether a web user is a return visitor or a new visitor, keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. This cookie expires after 2 years.
- The __utmb and __utmc Cookies - The B and C cookies, used by Google Analytics, are brothers, working together to calculate how long a visit takes. __utmb takes a timestamp of the exact moment in time when a visitor enters a site, while __utmc takes a timestamp of the exact moment in time when a visitor leaves a site. __utmb expires at the end of the session. __utmc waits 30 minutes, and then it expires.

- The __utms Cookie - The __utms is used by Google Analytics to keep track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website. It expires in 6 months.
- SQ_SYSTEM_SESSION – This cookie is used purely for the smooth technical operation of the Website.
- ASP.NET_SessionId – Another cookie used for the smooth technical operation of the website. This cookie expires within 20 minutes of leaving the Website.
- cc_analytics and cc_social – These cookies store the choices you make when modifying your privacy settings in the tab at the bottom of the screen. It does not store personal information about a user, it simply remembers your privacy settings ready for your next visit to the Website. Both cookies expire after 1 year.
- ----atuvc – This cookie is used by AddThis (<http://www.addthis.com>) to allow Website users to share content on third party social media websites. This cookie expires after 2 years.

Third party cookies

We also allow other companies, called third-party ad servers or ad networks, to serve advertisements on our behalf.

We do not provide any personally identifiable customer information to these advertisers or third-party websites. Currently we have relationships with the following third-party ad networks:

- **AppNexus.** <http://www.Appnexus.com>.

AppNexus places cookies on the browsers of visitors to its website(s) and may send its own cookies to the visitors' cookie file. The cookies will allow AppNexus to apply its Personalized Retargeting technology and to serve Personalized banners; AppNexus only employs anonymous cookies for Personalized banners, the Cookie is a means by which information relating to internet activity is recorded; AppNexus will collect and use this data in accordance with all applicable laws and regulations (including but not limited to laws governing privacy, and data protection); The data collected and used by AppNexus is at its sole discretion and will only contain non-personal data. This data will be anonymous and will not contain the name, address, telephone number, email address or IP address of the Visitors.

AppNexus Privacy Policy can be found here <http://appnexus.com/platform-policy#choices> and includes information for users on how to opt-out or being cookie retargeted.

- **Google analytics.** Click here to see an overview of Google's Privacy policy. (<http://www.google.com/analytics/learn/privacy.html>)
- **Facebook.** Click here to see Facebook's cookie policy: www.facebook.com/help/cookies
- **Native – Taboola.** Click here to see Taboola's cookie policy: <https://www.taboola.com/cookie-policy>
- **Outbrain.** Click here to see Outbrain's privacy and cookie policy: <https://www.outbrain.com/legal/privacy#privacy-policy>.
- **Yahoo Gemini.** Click here to see Yahoo Gemini's privacy and cookie policy: <https://policies.yahoo.com/ie/en/yahoo/privacy/index.htm>