# Privacy and Cookies Policy

We are committed to safeguarding the privacy of our website visitors, readers, and service users.
Any data you send us will be used in a lawful way, we won't do anything with it that we did not tell you about in advance, and it will all remain private unless you give us permission to send specific data to a third party for a good reason. We use cookies or pieces of code that record your preferences, on our website, but we will ask for your consent to their use when you first visit us. There is legislation restricting what we can do with your data (your email address, name, phone number, and other identifying information), and the policy below complies with current legislation.

**How We Use Your Personal Data**

We may process data about your use of our website through third-party analytics tracking systems, such as Google Analytics. This usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency, and pattern of your service use. We may process your account and profile data, which will include your name and email address and phone number and any other demographic information you voluntarily provided to us. This information is used only to provide you with our services and communicate with you. We may also process information you supply to us in contributing to our website or in transactions, including purchases of goods and services. Also, we may process the information you give us by subscribing to our email notifications and/or newsletters.

**Providing your personal data to others**

Financial transactions relating to our website and services may be handled by our payment services providers. We will share transaction data with them only to the extent necessary for the purposes of processing your payments, refunds, and dealing with queries. Personal data that we process for any purpose will not be kept for longer than is necessary for that purpose.

**Security of Personal Data**

We will take appropriate technical and organisational precautions to secure your personal data and to prevent its loss, misuse, or alteration. We will store all your personal data on secure servers, and in secure manual record-keeping systems. Data relating to your enquiries and financial transactions that are sent from your web browser to our web server, or from our web server to your web browser, will be protected using encryption technology. You acknowledge that the transmission of unencrypted data over the internet is inherently insecure, and we cannot guarantee its security. You should ensure that your password is not susceptible to being guessed, whether by a person or a computer program. You are responsible for keeping the password you use for accessing our website confidential and we will not ask you for your password (except when you log in to our website).

# Privacy and Cookies Policy

**Your rights**

Your principal rights under data protection law are:

• The right to access: You have the right to confirm the personal data we have on you, and we must provide access if you request it.

• The right to rectification: You have the right to have any inaccurate personal data about you corrected and to have any incomplete personal data about you completed.

• The right to erasure: Also known as the "right to be forgotten," you have the right to the erasure of your personal data without undue delay for any reason. There are a few exceptions to this right, though, if we are complying with a legal obligation or defending against a legal claim.

• The right to restrict processing: In some circumstances, you have the right to restrict the processing of your personal data. That could happen if you contest the accuracy of the data or we no longer need the data, but you would like it retained for legal reasons.

• The right to object to processing: If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds that override your interests.

• The right to data portability: You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

• The right to complain to a supervisory authority: If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection.

• The right to withdraw consent: You have the right to withdraw your consent to handle your data at any time.

**Third-party websites**

Our website includes hyperlinks to, and details of, third-party websites. We have no control over and are not responsible for, the privacy policies and practices of third parties.

**Personal data of children**

Our website and services are targeted at persons over the age of 16. If we have reason to believe that we hold personal data of a person under that age in our databases, we will delete it.

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**About cookies**

Cookies are small text files that can be used by websites to make a user's experience more efficient. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date unless deleted by the user before then; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies, we need your permission.

This site uses different types of cookies. Some cookies are placed by third-party services that appear on our pages.

Most browsers allow you to refuse to accept cookies and delete them. The methods for doing so vary from browser to browser, and from version to version.

You can however obtain up-to-date information about blocking and deleting cookies via these links:

Where to Change Your Cookie Settings:

(a) https://support.google.com/chrome/answer/95647?hl=en (Chrome);
(b) https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-websitepreferences (Firefox);
(c) http://www.opera.com/help/tutorials/security/cookies/ (Opera);
(d) https://support.microsoft.com/en-gb/help/17442/windows-internet-explorerdelete-manage-cookies (Internet Explorer);
(e) https://support.apple.com/kb/PH21411 (Safari);
(f) https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-andprivacy (Edge).

If you block cookies, you will not be able to use all the features on our website.

If you have any questions or concerns about our handling of data, please e-mail us at enquiries@msmsolutions.co.uk

# Privacy and Cookies Policy

Your consent applies to the following domains: www.msmsolutions.co.uk

**Necessary**

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

| Name | Provider | Service | Expiry | Type |
|------|----------|---------|--------|------|
| CONSENT | YouTube | Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website. | 2 years | HTTP Cookie |
| CookieConsent | Cookiebot | Stores the user's cookie consent state for the current domain | 1 year | HTTP Cookie |
| JSESSIONID | New Relic | Preserves users states across page requests. | Session | HTTP Cookie |
| li_gc | LinkedIn | Stores the user's cookie consent state for the current domain | 2 years | HTTP Cookie |

| Name | Provider | Purpose | Expiry | Type |
|------|----------|---------|--------|------|
| rc::a | Google | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | Persistent | HTML Local Storage |
| rc::c | Google | This cookie is used to distinguish between humans and bots. | Session | HTML Local Storage |
| test_cookie | Google | Used to check if the user's browser supports cookies. | 1 day | HTTP Cookie |

**Preferences**
Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

| Name | Provider | Purpose | Expiry | Type |
|------|----------|---------|--------|------|
| lang [x2] | LinkedIn | Remembers the user's selected language version of a website | Session | HTTP Cookie |

**Statistics**
Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

| Name | Provider | Purpose | Expiry | Type |
|------|----------|---------|--------|------|
| _ga | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years | HTTP Cookie |

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|---|---|---|---|---|
| _gat | Google | Used by Google Analytics to throttle request rate | 1 day | HTTP Cookie |
| _gid | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 1 day | HTTP Cookie |
| _hjAbsoluteSessionInProgress | Hotjar | This cookie is used to count how many times a website has been visited by different visitors – this is done by assigning the visitor an ID, so the visitor does not get registered twice. | 1 day | HTTP Cookie |
| _hjFirstSeen | Hotjar | This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website. | 1 day | HTTP Cookie |
| _hjIncludedInPageviewSample | www.msmsolutions.co.uk | Used to detect whether the user navigation and interactions are included in the website's data analytics. | 1 day | HTTP Cookie |
| _hjIncludedInSessionSample | Hotjar | Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization. | 1 day | HTTP Cookie |

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|---|---|---|---|---|
| _hjRecordingLastActivity | Hotjar | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | Session | HTML Local Storage |
| _hjSession_# | Hotjar | Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 1 day | HTTP Cookie |
| _hjSessionUser_# | Hotjar | Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 1 year | HTTP Cookie |
| _hjTLDTest | Hotjar | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Session | HTTP Cookie |
| AnalyticsSyncHistory | LinkedIn | Used in connection with data-synchronization with third-party analysis service. | 29 days | HTTP Cookie |
| hjViewportId | Hotjar | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | Session | HTML Local Storage |

## Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

| Name | Provider | Purpose | Expiry | Type |
|---|---|---|---|---|
| _fbp | Meta Platforms, Inc. | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months | HTTP Cookie |
| _gcl_au | Google | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months | HTTP Cookie |
| _hjRecordingEnabled | Hotjar | This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange. | Session | HTML Local Storage |
| bcookie | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 years | HTTP Cookie |
| bscookie | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 years | HTTP Cookie |

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|---|---|---|---|---|
| fr | Meta Platforms, Inc. | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months | HTTP Cookie |
| IDE | Google | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. | 1 year | HTTP Cookie |
| lidc | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 day | HTTP Cookie |
| pagead/landing [x2] | Google | Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement – This also allows the website to limit the number of times that they are shown the same advertisement. | Session | Pixel Tracker |
| tr | Meta Platforms, Inc. | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | Session | Pixel Tracker |

| | | | | |
|---|---|---|---|---|
| UserMatchHistory | LinkedIn | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | 29 days | HTTP Cookie |
| VISITOR_INFO1_LIVE | YouTube | Tries to estimate the users' bandwidth on pages with integrated YouTube videos. | 179 days | HTTP Cookie |
| YSC | YouTube | Registers a unique ID to keep statistics of what videos from YouTube the user has seen. | Session | HTTP Cookie |
| ytidb::LAST_RESULT_ ENTRY_KEY | YouTube | Stores the user's video player preferences using embedded YouTube video | Persistent | HTML Local Storage |
| yt-remote-cast- available | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML Local Storage |
| yt-remote-cast- installed | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML Local Storage |
| yt-remote- connected-devices | YouTube | Stores the user's video player preferences using embedded YouTube video | Persistent | HTML Local Storage |

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|---|---|---|---|---|
| yt-remote-device-id | YouTube | Stores the user's video player preferences using embedded YouTube video | Persistent | HTML Local Storage |
| yt-remote-fast-check-period | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML Local Storage |
| yt-remote-session-app | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML Local Storage |
| yt-remote-session-name | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML Local Storage |

**More Information**

Answers to questions about laws concerning the handling of data privacy can be found in this guide to General Data Protection Regulation for the European Union.

https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulationgdpr/individual-rights/