

# PLH Medical Ltd - Cookie Policy

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## COOKIES

PLH Medical Limited (We) are committed to delivering the best possible service to you and we wish to maintain the confidence that you place in us. This cookie policy explains what cookies are and how we use them on our website (<http://www.plhmedical.co.uk>).

## WHAT IS A COOKIE?

Cookies are small text files which are stored on your computer. They are designed to hold a modest amount of data specific to a particular user. You will normally see a message on the site before we store a cookie on your computer.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalise the pages on our site, or register on our site for any services we provide, a cookie helps us to recall your specific information on subsequent visits. When you return to our site the information you previously provided can be retrieved, so you can easily use the features that you previously customised. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

## TYPES OF COOKIES

### Session cookies:

This type of cookie only last for the duration of your visit and are deleted when you close your browser.

### Persistent cookies:

This type of cookie lasts after you have closed your browser. They allow a website to remember your actions and preferences. Sometimes persistent cookies are used by websites to provide targeted advertising based upon the browsing history of the device.

### First and third-party cookies:

Whether a cookie is a first or third-party cookie depends on which website the cookie comes from. First party cookies are those set by or on behalf of the website visited. All other cookies are third party cookies. We use both first party and third-party cookies.

- *First Party Cookie – A cookie placed by this Website*
- *Third Party Cookie – A cookie placed by another domain (e.g. not this Website)*

### Strictly necessary cookies:

These cookies are essential in order to enable you to move around the website and use its features. These cookies do not gather information about you for the purposes of marketing.

### Performance cookies:

These cookies collect information about how visitors use a web site, for instance which pages visitors go to most often, and if they receive error messages from a particular web page. These cookies don't collect information that identifies a visitor although they may collect the IP address of the device used to access the site. All information these cookies collect is anonymous and is only used to improve how a website works, the user experience and to optimise our advertising. By using our website, you agree that we can place these types of cookies on your device, however you can block these cookies using your browser settings.

**Functionality cookies:** These cookies allow the website to remember choices you make (such as your username when logging into a specific area of the website). The information these cookies collect is anonymised (i.e. it does not contain your name, address etc.) and they do not track your browsing activity across other websites.

**Targeting cookies:** These cookies collect several pieces of information about your browsing habits. They are typically placed by advertising networks. They remember that you have visited a website and this information is shared with other organisations such as media publishers. These organisations do this in order to provide you with targeted adverts more relevant to you and your interests. This type of advertising is called online behavioural advertising and place an icon in the top right-hand corner of an advert. This icon when clicked, will take you through to the website Your Online Choices where there is more help and guidance for you to Opt-out of this type of advertising. You can block these cookies using your browser settings.

## HOW DO WE USE COOKIES?

The tables below explain the cookies we use and how they are used.

Cookie Name	Purpose	Expires
<b>Session</b>	The cookie is used to collect information about how you use and personalise our site.	When you close your browser.
<b>User</b>	The cookie is used to work out if you are a returning user and associates you with your past activity on our site.	Two years after creation.
<b>Third party advertising cookies</b>	As do many other sites, we use third party advertisers to assist with targeted advertising. These cookies are used to deliver adverts that are hopefully relevant to you and your interests once you have left our site and are on a 3rd party advertising network. You can obtain information on interest-based advertising and opt-out of receiving interest-based ads from third party advertisers and ad networks, who follow the IAB Europe's Framework for Online Behavioural Advertising by visiting the Your Online Choices Site at: <a href="http://www.youronlinechoices.com/uk/">www.youronlinechoices.com/uk/</a>	Up to two years.
<b>Google analytics</b> __utmb __utma __utmz __utmc __utmt	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site. The cookies collect information in an anonymous form, including the number of visitors to our site, where visitors have come to our site from and the pages they visited.	To find out more, please view <a href="#">Google Privacy Policy</a> and <a href="#">Cookies &amp; Google Analytics</a>

## How do I control my cookies?

You have the ability control, accept and decline cookies. If you choose to decline cookies; you may not be able to fully experience the interactive features of our site and any preferences will be lost if you delete cookies. All recent versions of popular browsers give users a level of control over cookies. Users can set their browsers to accept or reject all, or certain, cookies. You should do this through the web browser settings for each web browser you use and on each device that you use to access the Internet. Alternatively, you may wish to visit [www.allaboutcookies.org](http://www.allaboutcookies.org) which contains comprehensive information on how to do this on a wider variety of different browsers.

If you have any concerns about the cookies we use, please email us at [privacy@plhmedical.co.uk](mailto:privacy@plhmedical.co.uk)