



## **Cookie Policy Template – GDPR Compliant**

*[This is our bespoke Cookie Policy for our company, Pivotal Marketing Ltd. Feel free to adapt this policy, and our Privacy Policy for your own website, altering them where necessary to inform your website users of examples of when you retain certain information about them, such as contact details, and your reasoning behind this. Alternatively, give us a call on 01484 290100 or email us on [solutions@pivotalmarketing.co.uk](mailto:solutions@pivotalmarketing.co.uk) for a Cookie and Privacy Policy tailored to your needs to suit your company.*

***NB This template is a guide and should be amended to suit your business and GDPR legal requirements - Pivotal Marketing do not accept any responsibility for un-adapted use of this template.***

[\[REMOVE THE ABOVE SECTION\]](#)

Our website uses cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

### **About cookies**

Cookies are a kind of short-term memory for the web. They are stored in your browser and enable a site to 'remember' little bits of information between pages or visits.

Cookies can be used by web servers to identify and track users as they navigate different pages on a website, and to identify users returning to a website. Cookies may be either "persistent" cookies or "session" cookies. A persistent cookie consists of a text file sent by a web server to a web browser, which will be stored by the browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date). A session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

### **Cookies on our website**

We use both session cookies and persistent cookies on our website.



## How we use cookies

Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked, by us, to the information stored in and obtained from cookies. The cookies used on this website include those which are strictly necessary cookies for access and navigation, cookies that track usage (performance cookies) and remember your choices (functionality cookies).

We may use the information we obtain from your use of our cookies for the following purposes:

- to recognise your computer when you visit our website,
- to retain clients' email addresses and passwords when they log in to our 'Member's Area,'
- to track you as you navigate our website,
- to improve the website's usability i.e. our Live Chat application to answer questions you have in real time,
- to analyse the use of our website - such as how many people visit us each day,
- in the administration of our website.

## Third party cookies

We work with the following companies in maintaining and improving our website. A brief description of what they do is found below. We ensure that any company which works with us and collects personal data complies with strict GDPR data protection standards. If you have any more questions, please do contact us and we'll be happy to help.

## Google & Google Analytics Privacy Policy



We use Google Analytics to better understand how our customers navigate to and through our website, how long customers spend visiting our content items and how often they return to visit our website. Google Analytics also helps us track the effectiveness of the money we spend on our digital marketing and social media campaigns.

Google's GDPR compliant Privacy Policy, which contains information on cookies, can be found [here](#).

### **Twitter Privacy and Cookie Policies**

Twitter instantly connects people everywhere to what's most meaningful to them. Any registered user can send a Tweet, which is a message of 280 characters or less that is public by default and can include other content like photos, videos and links to other websites.

We utilise data from Twitter Analytics for historical research to identify and learn from patterns and trends that occurred in the past to help us improve our social media marketing and generate better results.

You can find Twitter's GDPR compliant Privacy Policy, which covers their use of Cookies in section 2.3, [here](#). For further information on Twitter's Cookie Policy click [here](#).

### **Facebook Privacy and Cookie Policies**

We utilise data from Facebook Insights for historical research to identify and learn from patterns and trends that occurred in the past to help us improve our social media marketing and generate better results for our digital marketing clients.



You can find Facebook's GDPR compliant Privacy Policy, which covers their Cookie Policy under the 'Collection of Information' heading [here](#). For further information on Facebook's Cookie Policy, you can find their Workplace Cookies Statement [here](#).

### **LinkedIn Privacy and Cookie Policies**

Professional social networking site LinkedIn use cookies and similar technologies, including mobile application identifiers, to help them recognise you across different services, learn about your interests both on and off their services, improve your experience, increase security, measure use and improve the effectiveness of their services.

They use cookies on their websites ([www.linkedin.com](http://www.linkedin.com) and [slideshare.net](http://slideshare.net)) and mobile applications. Any browser loading these sites will receive cookies from LinkedIn. For LinkedIn members and SlideShare users, they also place cookies in your browser when you visit non-LinkedIn sites that host their plugins (for example, LinkedIn's "Share" button) unless you opt out. If you're not a LinkedIn member, they will not place cookies in your browser through our plugins.

We utilise data from LinkedIn Analytics for historical research to identify and learn from patterns and trends that occurred in the past to help us improve our social media marketing and generate better results.

You can find LinkedIn's GDPR compliant Privacy Policy, which covers Cookies in section 1.4, [here](#). If you would like to know more about LinkedIn's Cookie Policy click [here](#).

### **Buffer Privacy and Cookie Policies**

Buffer.com can schedule social media posts in advance. We also utilise data from Buffer Analytics for historical research to identify and learn from patterns and trends that occurred in the past to help us improve our social media marketing and generate better results.



Buffer's Privacy Policy, which contains a section called 'Cookies and Automatically Collected Information', can be found [here](#). GDPR is an EU regulation that gives EU Data Subjects (individuals in the EU) control over their Data. The Buffer services are hosted in the United States but, as GDPR stipulates, countries outside the European Union, like the United States, have to comply with GDPR when processing, collecting, storing, deleting, using, combining and disclosing personal data of EU Data Subjects.

### Blocking cookies

Most browsers allow you to refuse to accept cookies. For example:

- In **Internet Explorer 11** you can refuse all cookies by clicking "Tools", "Internet Options", select the "Privacy" tab and, locate "Advanced" under Settings and choose if you want to allow, block or be promoted for first and third-party cookies.
- In **Microsoft Edge** click on the three dots icon in the top right-hand corner and select "Settings". Locate "View advanced settings". In the "Cookies" section you will find a drop-down menu where you can select "Block only third-party cookies" or "Block all cookies". You will then have to re-start Microsoft Edge.
- In **Firefox** you can block all cookies by clicking "Tools", "Options", and un-checking "Accept cookies from sites" in the "Privacy" box.
- In **Google Chrome** you can adjust your cookie permissions by clicking on the three dots icon in the top right-hand corner of your browser screen, selecting "Settings" from near the bottom of the drop-down list, then clicking on "Advanced" near the bottom. This should open options. In the "Privacy" section, click "Content Settings" and disable cookies by selecting "Block site from setting any data". Click "Done" to save your preferences.



- On **Safari on Apple OS X** click on the Safari menu, then “Preferences” then “Privacy”. Under “Accept Cookies” unselect the “Always allow” option.
- For **Opera** choose “Settings”, “Quick Preferences” and uncheck “Enable Cookies”.

Blocking all cookies will, however, have a negative impact upon the usability of many websites. If you block cookies, you may not be able to use certain features on our website (log on, access content, use search functions).

### Deleting cookies

You can also delete cookies already stored on your computer:

- In **Internet Explorer 11** click on “Tools”, point to “Safety” and then select the “Delete browsing history”. Click on the “Cookies and website data” checkbox and then choose “Delete”.
- In **Microsoft Edge** click on the three dots icon in the top right-hand corner and select “Settings”. Under “Clear browsing data” select “Choose what to clear” and select the checkbox next to “Cookies and saved website data” then click on “Clear”. If you wish you can turn the “Always clear this when I close the browser” setting to “On”.
- To delete cookies from a particular website **in Firefox**, click on the three lines icon and choose “Options”. In the “Privacy & Security” panel go to the “History” section and in the drop menu next to “Firefox will” choose “Use custom settings for history”. A cookies window will appear when you click “Show Cookies”. In the Search field type the name of the site whose cookies you want to remove. Select the cookies you wish to remove and click “Remove Selected”. Click “Close” to close the Cookies window and the “about:preferences” page.
  - To delete all cookies, open the cookies window as above and click “Remove All Cookies”.
- In **Google Chrome** click on the three dots icon in the top right-hand corner, select “Settings” and find “Advanced” near the bottom. Under “Privacy and



security" click on "Content settings". Click on "Cookies" and Under "All cookies and site data" select "Remove All". Confirm by clicking on "Clear all".

- On **Safari on Apple OS X** click on the Safari menu, then select "Preferences" from the drop-down. Go to the "Privacy" tab. Click the "Remove All Website Data" button to remove all stored website data and click "Remove Now" to confirm. To remove stored data by individual site, click on the "Details" button and select the sites with the stored data you wish to remove. Click "Remove" and then "Done".
- For **Opera** selecting "Settings", "Preferences", "Advanced" and then "Cookies" and checking the "Delete new cookies when exiting Opera" and closing Opera when you have finished browsing will ensure the cookie information is kept in the browser.

**Doing this may limit the usability of many websites.**

Please do not hesitate to get in touch with us using the contact details on our [contact page](#) if you have any questions or queries regarding how we use cookies or anything else on our website.

E-mail: [solutions@pivotalweb.co.uk](mailto:solutions@pivotalweb.co.uk)