

# Cookie Policy



Date of last update: 9<sup>th</sup> May 2018

## COOKIE POLICY

### INTRODUCTION

Our vision is for Infinity Group to be a successful, caring and welcoming place for staff and clients. We want to create a supportive and inclusive environment where our staff can reach their full potential without prejudice and discrimination. We are committed to a culture where respect and understanding is fostered and the diversity of people's backgrounds and circumstances is positively valued.

### WHAT IS A COOKIE?

A cookie is a small file stored on your computer that helps us anonymously to identify your browser from page to page and from visit to visit to improve your experience on a particular website. If you do not know what cookies are, or how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance. Alternatively, you can search the internet for other independent information on cookies.

### HOW DO THEY WORK?

The first time you visit a site which uses cookies, a cookie is downloaded to your device. This can contain a variety of information to improve your visit on the site, such as language preferences, etc. The next time you go back to that website, your browser checks for a stored cookie and sends information back to the website if there is one stored. The website then tailors content appropriately (for example, display the UK version of the site).

### EXPLICIT CONSENT

By signing the Data Protection Notice and Consent, you have provided explicit consent for us to put cookies onto your computer. If you change your mind, then you should either not use this site, or you should delete our cookies having visited the site, or you should browse the site using your browser's anonymous usage setting (such as "Incognito" in Chrome, "InPrivate" in Internet Explorer, "Private Browsing" in Firefox and Safari). You can also change your browser settings to disable cookies or to be advised when cookies are sent to your computer. However this may impair your use of and access to our website so we advise that you leave cookies enabled.

### HOW WE USE COOKIES

The following information describes the cookies we use on this site and what they are used for.

#### Persistent Cookies for Site Analytics and Performance

##### a. Remarketing – Google AdWords

Infinity Group website uses Google AdWords remarketing to advertise on third party websites to previous visitors to the website. Targeted advertising could be in the form of an advertisement on the Google search results page or another website in the Google Display Network. Third-party

vendors use cookies to serve ads based on someone's past visits to the Infinity Group website. Of course, any data collected will be used in accordance with our own privacy policy and Google's own privacy policies.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, or you can opt out of Google's use of cookies by visiting Google's Ads Settings. You can find out more generally about Google and its policies and principles as regards advertising at <http://www.google.com/policies/privacy/ads/>

## **b. Google Analytics**

We use this to understand how the site is being used in order to improve the user experience. User data is all anonymous.

You can find out more about Google's position on privacy as regards its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>

## **c. Infinity Call Tracking**

We also use Infinity Call Tracking cookies. Details of these can be viewed here. <https://www.infinity.co/knowledge-base/article/cookies>

## **d. csrftoken**

We use the **csrftoken** cookie to avoid against Cross Site Request Forgery attacks. For more information see here: [http://en.wikipedia.org/wiki/Cross-site\\_request\\_forgery](http://en.wikipedia.org/wiki/Cross-site_request_forgery). These cookies are classed by the Information Commissioner's office (ICO) as 'minimally intrusive'.

## **THIRD PARTY CONTENT**

We occasionally provide content through third parties who may implement cookies of their own. This includes trusted third party content providers, who provide data for the ticker.

**We recommend you set your browser to not accept third party cookies if you do not wish to have these third party services place cookies on your machine. We have little control over what they do with the data they collect.**

## **NOTICES**

We may send notices to the email address you have provided to us. It is your responsibility to ensure that you notify us of any change to your email address. Any notice sent by Infinity to your email address shall be deemed to have been delivered at the time of sending.