

EdenTree Cookies Policy

In order to collect the anonymous data described in the preceding paragraph, we may use temporary “cookies” that remain in the cookies file of your browser until the browser is closed. We consider none of them to be intrusive to you; in fact some will enhance your experience on our Website. The cookies that we collect are:

- **Cookie Law Compliance** - This cookie is placed if you click the Allow button in the cookie message. It tells us you have given your consent to the use of cookies on our site and stops this message from displaying.
- **Session and Person ID Cookies** – These allow us to place you on a more suitable page based on your previous visits to our Website – it will enable you to get to the content we believe you want, quicker. We collect no personal data that would enable us to physically identify you from this Cookie.
- **Website Analytics data** – We will not collect data that enable us to identify you. The only cookies which you may consider could be intrusive are those that identify which county/area of the country you come from, and if you are a new, or returning visitor.
- **You Tube cookie** – We use this cookie to help maintain the integrity of video statistics, prevent fraud and improve site and video experience. If you play any of the videos in our Website, it will drop a cookie.
- **__utma, __utmb, __utmc and __utmz cookies** - We use Google Analytics. This allows us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way our Website works, for example by making sure users are finding what they need easily.
- **NID & PREF cookies** – These cookies are third party cookies used by Google. Please take a look at the Google policy to see how they use these cookies. www.google.com/intl/en/policies/privacy/
- **Google maps** - We use Google maps to provide the maps on this Website. Cookies from Google may also be set when Google Maps are displayed on this Website.
- **Google re-marketing code** – We use a cookie to track you on other sites and show adverts to you based on where you have visited on our Website. We do this to remind you of our services in case you wish to come back and buy them. We only use these cookies for 30 days after your last visit to our Website. We do not control these cookies, so these will be unaffected by the choice you make today. You may opt out of the use of cookies by visiting Google advertising opt-out page.
- **Google AdSense** – We use this cookie to report to us how the adverts shown on our Websites are performing. User data is all anonymous.
- **The Exchange Lab** – The Exchange Lab helps advertisers connect with consumers who may be interested or could benefit from advertisers’ products by using various technology suppliers to supply these adverts to a computer or device. When your computer or device receives an advert, the technology suppliers place a cookie on your computer to enable it to identify the computer or device in the future. All information collected by these cookies is non-personal identifiable information.

The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google.

Cookies by themselves cannot be used to discover the identity of the user. A cookie is a small piece of information which is sent to your browser and stored on your computer’s hard drive. Cookies do not damage your computer. You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not.

We also use your IP address to help diagnose problems with our server and to administer our Website. An IP address is a numeric code that identifies your computer on a network, or in this case, the Internet. Your IP address is also used to gather broad demographic information, such as determining how many of our visitors are from outside of the UK.

We may also perform IP lookups to determine which domain you are coming from (i.e.: aol.com, yourcompany.com) to more accurately gauge our users' demographics.

If you choose to accept these cookies, we believe that it will only enhance your experience on our Website. If you choose to accept these cookies, we can't change that choice for you in the future.

We may add further cookies which we consider to not be intrusive in the future. By agreeing to the cookies today, you are also agreeing to cookies which we may choose to use in the future.

By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

How to Control and Delete Cookies

EdenTree does not use cookies to collect personally identifiable information about you. We use them to help us provide you with a better service. However, if you wish to restrict or block any cookies you can do this through your browser settings. The Help function within your browser should tell you how. Visit the Google website to find out how to reject or delete the Google Analytics cookie.

AboutCookies.org is an independent site which offers a guide to the use of cookies online. You can find general information about how to delete and control cookies through your browser.

This notice was last updated on 24 May 2018.