Cookie Policy for
www.Ancillariesmedia.co.uk

Please remember that your use of this website and its services is at all times subject to our **Privacy Policy**, which incorporates this Cookie Policy. Any terms we use in this Cookie Policy without defining them have the definitions given to them in the **Privacy Policy**.

A. COOKIE POLICY

This website uses cookies and similar technologies such as pixel tags, web beacons, clear GIFs, JavaScript, and local storage. Cookies are small files – usually consisting of letters and numbers – placed on your computer, tablet, phone, or similar device, when you use that device to visit a website. We will refer to cookies and similar technologies simply as "Cookies" for the remainder of this Cookie Policy. We use cookies to enable our servers to recognize your web browser and tell us how and when you visit and otherwise access our website through the internet, to analyze trends, and to learn about our user base.

We may combine non-personally identifiable information collected through cookies with other personal information that we have about you, for example, to tell us who you are or whether you have an account. We may also supplement the information we collect from you with information received from third parties in order to enhance our Services or to offer you information that we believe may be of interest to you. Where we use Cookies to collect information that is personally identifiable or that can become personally identifiable if we combine it with other information, the Ancillaries Media Privacy Policy will apply in addition to this Cookie Policy.

You can control and/or delete cookies as you wish – for details, see www.aboutcookies.org. Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work. We strongly recommend that you leave cookies active because they enable you to enjoy full functionality of our services.

Further information on cookies can be found at

http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm.

Please reference the chart and general description below to learn more about the kinds of cookies we use and for what purpose.

B. WHAT TYPES OF COOKIES DO WE USE AND FOR WHICH PURPOSES?

We use the following types of Cookies:

Analytical Cookies

These Cookies allow us to understand how visitors use our site. This includes information about the number of visitors to the site, what pages visitors view on our site, and how long visitors are viewing pages on the site. Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our advertising campaigns and to optimize our Services' content for those who engage with our advertising.

Cookies	Name	Expiration Time
__gat_UA-82200063-1	Google Analytics	1 minute
__gid	Google Analytics	24 hours
__ga	Google Analytics	2 years
___cfduid	Cloudflare	1 year
__atuvs __atuvc __atrfs	AddThis	13 months
__mp_opt_in_out_52937d8 d3b4b2565f7942169a686a5 d2	Mixpanel	1 session
mp_52937d8d3b4b2565f79 42169a686a5d2_mixpanel	Mixpanel	1 year

Third Party Cookies

These are Cookies placed by a third party on your device and may provide information to those third parties about browsing habits (including your visits to our Services, the pages you have visited, and the links and advertisements you have clicked) that may help identify if certain

services that such third parties provide are being used, identify your interests, retarget you and serve advertisements that are relevant to you. We do not have control or access to such Cookies. If you look at one page on our Services, an advertisement may be delivered to you on our Services or on other sites, for products referenced on that page or for similar products and services. We do not engage in retargeted advertising for children users of our Services.

Some of the network advertisers, ad agencies, and other vendors we work with to serve ads on our Services, third-party websites and across the internet, or analytics providers that provide us with information regarding the use of the Services and effectiveness of ads are members of the [Network Advertising Initiative (NAI)](), the [Digital Advertising Alliance (DAA)]() and the [European Digital Advertising Alliance (eDAA)](), which provide opt-out options.

Cookies	Name	Expiration Time
_ga _gid cw_id loc mus na_id na_tc ouid ssc uid uvc	AddThis	13 months
_s	App.link	1 year
__cfduid _biz_flagsA _biz_n _biz_pendingA _biz_uid _ga _gaexp _gcl_au _gid _hp2_id.3538148622 _hp2_props.3538148622	Cloudflare	1 year
__cfduid	rawgit.com	1 year

C. WHAT IS THE GOOGLE ANALYTICS COOKIE AND HOW IS IT USED?

Our Services use Google Analytics, a web analysis service provided by Google Inc. ("Google") which is based on Cookie technology. The information generated by the Cookie is usually sent to a Google server in the USA, where it is stored. Because IP anonymization is activated on this website, your IP address is abbreviated after being received by Google. Google will use the

generated information to evaluate your use of the website, to compile reports on website activities, and to provide the website operator with additional services connected with website and Internet use. The IP address transmitted by your browser in connection with Google Analytics is not collated with other data by Google. To opt-out of being tracked by Google Analytics across all websites visit http://tools.google.com/dlpage/gaoptout.

D. COOKIE SETTINGS

You can decide whether or not to accept Cookies. One way you can do this is through your internet browser's settings. To find out more information about cookies, including information about how to manage and delete Cookies, please visit https://ico.org.uk/for-the-public/online/cookies/or http://www.allaboutcookies.org/.

To explore what Cookie settings are available to you, look in the "preferences" or "options" section of your browser's menu.

If you have any queries regarding this Cookie Policy, please contact us at hello@ancillariesmedia.co.uk.

Effective: September 3, 2020.