

## LEAD GEN DEPT.

This cookie policy explains what cookies are, how we use them, and your choices regarding cookies on our website.

### What are cookies?

Cookies are small pieces of data stored on your device (computer or mobile device) when you browse the internet. Cookies are created by websites you visit, and they enhance your browsing experience by remembering your preferences or enabling certain website features.

We utilise cookies for personalising content and advertisements, incorporating social media functionalities, and analysing website traffic. Additionally, we share information regarding your website usage with our social media, advertising, and analytics partners. They may combine this data with other information you've provided or that they've collected through their services.

Our website employs various types of cookies, including those placed by third-party services featured on our pages. You have the ability to modify or withdraw your consent from our Cookie Declaration on the website at any time. For more information about our identity, how to reach us, and our personal data processing practices, please refer to our Privacy Policy.

**Essential cookies:** These cookies are necessary for the website to function properly. They enable basic functions like page navigation and access to secure areas of the website. Our website cannot function properly without these cookies.

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**Analytical cookies:** These cookies allow us to analyse how visitors use our website, which helps us improve the user experience. We use tools like Google Analytics to collect information about website traffic and usage patterns.

**Functional cookies:** These cookies enable enhanced functionality and personalization, such as remembering your preferences or settings. For example, we may use cookies to remember your language preferences or region.

**Advertising cookies:** These cookies are used to deliver advertisements relevant to your interests. They may be used by advertising networks to track your browsing activity across different websites.

**Unclassified cookies:** Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

## **How we use cookies:**

We use cookies for a variety of purposes, including:

### **Email newsletters related cookies**

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

### **Forms related cookies**

When you submit data to us through a form such as those found on contact pages, cookies may be set to remember your user details for future correspondence.

### **Third party Cookies**

We use only a few third-party cookies. We use [e.g. Facebook, LinkedIn, Google's] pixels to track our marketing efforts. These cookies are set by trusted third-party service providers to enhance our website's functionality and offer additional features to our users. Please note that these third-party cookies are subject to their respective providers' privacy policies. We do not have control over the information collected or how it is used by these providers. We recommend reviewing the privacy policies of these third-party services for more information about their data processing practices.

### **Your choices regarding cookies**

You have the option to accept or reject cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to reject cookies if you prefer. However, please note that rejecting cookies may affect your ability to access certain features of the website.

### **What information do we know about you?**

We don't request or require you to provide personal information to access our website. As noted above, we may receive your IP address and user agent automatically.

### **Transfers outside of the UK or EU**

Where we transfer your data outside of the EU or UK we will ensure your data is protected to the level you would expect. We have assessed the risk of using these cookies and have established that there is no appreciable risk to you and only minimal impact on your data protection rights.

[see next page]

## Cookies we may use:

### NECESSARY

Cookie	Duration	Description	Cookie
Cookie preference manager	7 days	We use cookies to ensure the basic functionalities of the website and to enhance your online experience. You can choose for each category to opt-in/out whenever you want. For more details relative to cookies and other sensitive data, please read the full cookies policy.	Cookie preference manager

### STATISTICS/ANALYTICS

Cookie	Duration	Description	Cookie
Hotjar	7 days	We use this service to understand user behaviour in order to provide users with a more relevant browsing experience. For example, we collect information about which pages you visit and how you interact with the site to help us improve.	Hotjar
Google Analytics 4	2 years	This cookie is used by Google Analytics to distinguish users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session, and campaign data for the site's analytics reports.	_ga

### ADVERTISING/TRACKING

Cookie	Duration	Description	Cookie
Google Analytics 4	2 years	Cookies used by Google Analytics to distinguish users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session, and campaign data for the site's analytics reports.	several

Facebook pixel	7 days	Cookie(s) set by Facebook Pixel. This cookie(s) is used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Meta pixel
Google ads	90 days	Used by Google Ads for experimenting with advertisement efficiency across websites using their services. It is used for remarketing purposes to engage customers who have previously visited our site..	_gcl_au
LinkedIn Insight Tag	7 days	This cookie is set by LinkedIn for tracking the use of embedded services. It is used for retargeting, tracking website conversions, and providing insights about LinkedIn members visiting the website.	LinkedIn Insight Tag

### **Amendments**

Please note that this Cookie Policy is subject to change from time to time. It was last reviewed in March 2024.

### **Contact us**

If you have any questions or concerns about this Cookie Policy or our use of your personal data, please contact us at [contact@leadgendept.com](mailto:contact@leadgendept.com).