

### **What are cookies?**

A “cookie” is a text file of letters and numbers that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. We and our third-party service providers may use beacons to help us track response rates, identify when webpages are accessed or other types of interactions – such as forwarding - and for other purposes listed below.

The term “cookies” includes cookies, tags and pixels.

By dropping a cookie on a website user’s internet device – for example, their computer, laptop or smartphone - the website can recognise that user’s device and store information about the user’s preferences or past actions. Cookies may also allow the website to recognise the user when the user returns to the website.

### **Our Use of Cookies**

Our websites may use cookies to:

- improve the performance of our websites,
- enable us to collect information about how users use our websites,
- improve users experience on our websites,
- deliver relevant online advertising to you both on our websites and elsewhere, and/or
- measure the effectiveness of our online advertising and marketing communications

### **A Summary of the Different Types of Cookies**

#### **Strictly Necessary Cookies**

These are cookies that are required for a website to function. They are used to ensure the safety, security and integrity of our website, as well as to enable users to move around the website and use its features. For example they help support the structure of the pages that are displayed to website users, help to improve navigation and allow website users to return to pages they have previously visited. This type of Cookie only lasts for the duration of the time website users are visiting the website. When a user leaves the website they are deleted automatically.

Cookies categorized as Strictly Necessary cannot be turned off and the consent of the website user is not legally required before their use – we therefore do not seek your consent before using cookies that are strictly necessary.

### **Performance Cookies or analytical Cookies**

These cookies are used to collect information about how users use a website, for instance which pages users go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. The data from such cookies are aggregated and anonymised, which means that we cannot identify a user as an individual. We ask for your consent before these types of cookies are used.

### **Functional Cookies**

These are used to recognise a website user when they return to a website. This enables a website owner to personalise content for that user, for example by:

1. greeting the user by name.
2. remembering the user's preferences – such as choice of language – or font size changes.
3. providing users with information on local events or news by storing their regional location.
4. Providing services such as watching a video or commenting on an item.

These cookies cannot track browsing activity on other websites and the information they collect may be anonymised – but they will be able to identify a user's device. These cookies will remain on a user's device until the user chooses to clear them. If a user chooses to do this, they will subsequently need to enter their details the next time they visit the website.

### **Targeting Cookies**

These Cookies will collect information about a user's browsing habits and allow the website owner to show the user adverts while they are browsing the website or other websites on the internet. They are set by the website owner or by third parties acting on behalf of the website owner and last for variable periods of time.

They may be used to deliver targeted advertisements to website users or to limit the number of times a visitors will see an ad. They are usually placed by advertising networks with the website operator's permission. They remember that a visitor has visited a website and this information is shared with other organisations such as advertisers.

### **Blocking or restricting Cookies**

These cookies can be used to stop cookies being used on a website user's device by activating a setting on the website user's browser that results in blocking the deployment of all or some cookies. Please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) to find out how.

If browser settings block cookies that internet user may not be able to access all or parts of certain websites.

### **Social Media Cookies**

These cookies are set by social media services and are added to a website to allow website users to share content with their friends and connections.

These cookies can track browser use across websites to build a profile of a visitor's interests. This may impact the content and messages seen on other websites.

## What Cookies does our website use?

Our website uses the following cookies, which are grouped by cookie type to help you understand why each is used:

### Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

### Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Domain	Cookies	Cookies used	Expiry
.workable.com	wmc	Workable is a recruitment management platform that we use, including to display open positions on our website.	10 years

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Domain	Cookies	Cookies used	Expiry
mccanncentral.co.uk	_ga, _gat, _gid	1st Party. Google Tag Manager (in connection with Google Analytics). We use this to differentiate between users and to make continuous improvements to our site, based on user journeys and content interactions. Google Analytics may also set performance cookies, where the pattern element on the name contains the unique identity number of the account or website it relates to. These may sometimes be used to	2 years

Domain	Cookies	Cookies used	Expiry
		limit the amount of data recorded by Google on high traffic volume websites.	

### Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising. Our business development team monitors traffic to the website via subscription based web-tracker tool, Lead Forensics, and they occasionally use this data for outbound sales prospecting. The Lead Forensics software identifies company domains and dates / times / pages visited but does not reveal directly personal information such as individuals' identity or email addresses.

Cookie Subgroup	Cookies	Cookies used	Expiry
www.mccanncentral.co.uk	lfuuid	3rd Party placed by Lead Forensics	10 years

### Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

*None listed.*

### How You Can Manage Your Cookie Preferences

You can manage your Cookie preferences via our Cookie Preference Centre in the site footer.

McCann Erickson Central Limited  
Communications House, Highlands Road, Solihull, B90 4WE  
T +44 121 713 3500  
Registered in England and Wales No. 01983874