

## COOKIE POLICY

*Last Updated: May 25, 2018*

Our website uses cookies, in combination with pixels, local storage objects and similar devices (collectively, “**cookies**” unless otherwise noted), to distinguish you from other users of the website. This helps us provide you with a good experience, improve our service, and to personalize ads and content to you while you use the website.

This cookie policy (“**Cookie Policy**”) describes the types of cookies we use on the website and our purposes for using them.

If you have questions about this Cookie Policy, please contact us at [privacy@global.crawco.com](mailto:privacy@global.crawco.com). For more information about our privacy practices, please review our privacy policy: [URL].

Comment [kl307241]: Need to add URL to Global (non-GDPR) Online Privacy Policy

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### Your Consent

You consent to placement of cookies on your browser by us and our third party service providers. Please read this Cookie Policy carefully for details about why we use cookies and the information they collect from and about you.

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### Withdraw Your Consent at Any Time

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If you do not wish to accept cookies in connection with your use of the website, you will need to delete and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling cookies will affect the functionality of the website, and may prevent you from being able to access certain features on the website.

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### What Is a Cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard

drive of your device. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the website.

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## Key Concepts

**First- and third-party cookies:** whether a cookie is 'first' or 'third' party refers to the domain placing the cookie.

- *First-party cookies* are those set by a website that is being visited by the user at the time (e.g., cookies placed by our website domain).
- *Third-party cookies* are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

**Persistent cookies:** these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time the user visits the website that created that particular cookie.

**Session cookies:** these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

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## How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or parts of the website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the website.

**Changing your Cookie Settings.** The browser settings for changing your cookies settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

**More information.** To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

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### **What Cookies Do We Use and Why?**

Generally the website uses cookies to distinguish you from other users of the website. This helps us to provide you with a good experience when you browse the website and also allows us to improve it.

The cookies we may use on the website may be categorized as follows:

- Strictly necessary
- Performance
- Functionality
- Targeting (on some Sites)

Some cookies may fulfill more than one of these purposes.

**Strictly Necessary** cookies let you move around the website and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

*We use these Strictly Necessary cookies to:*

- Identify you as being logged in to the website and to authenticate you
- Make sure you connect to the right service on the website when we make any changes to the way it works
- For security purposes
- Make sure you connect to the right service on the website when we make any changes to the way it works

Accepting these cookies is a condition of using the website, so if you prevent these cookies we can't guarantee how the website or the security on the website will perform during your visit.

**Performance cookies** collect information about how you use the website e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how the website works, understand the interests of our users and measure the effectiveness of our advertising.

*We use performance cookies to:*

- Carry out web analytics: Provide statistics on how the website is used
- Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site
- Obtain data on the number of users of the website that have viewed a product or service
- Help us improve the website by measuring any errors that occur
- Test different designs for the website

Some of our performance cookies are managed for us by third parties.

**Functionality cookies** are used to provide services or to remember settings to improve your visit.

*We use Functionality cookies for such purposes as:*

- Remember settings you've applied such as layout, text size, preferences and colours
- Remember if we've already asked you if you want to fill in a survey
- Remember if you have engaged with a particular component or list on the website so that it won't repeat
- Show you when you're logged in to the website
- To provide and show embedded video content

Some of these cookies are managed for us by third parties

**Targeting cookies** are used to track your visit to the website, as well as other websites, apps and online services, including the pages you have visited and the links you have followed, which allows us to display targeted ads to you on the website.

*We may use targeting cookies to:*

- Display targeted ads within the website.
- To improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the website.

## Manage Your Preferences: Cookies, Third Party Ad Networks and Analytics

**Changing your cookie settings:** The browser settings for changing your cookies settings are usually found in the 'options', 'preferences' or 'help' menu of your internet browser.

Manage Cookies in Your Browser ( <a href="#">More Info Below</a> )	
Firefox	"Private Browsing" and managing cookie settings: <a href="#">learn more</a>
Chrome	"Incognito" mode and managing cookie settings: <a href="#">learn more</a>
Internet Explorer	"InPrivate" mode and managing cookie settings: <a href="#">learn more</a>
Safari	"Private Browsing" and managing cookie settings: <a href="#">learn more</a>

**Managing third party analytics and ad settings:** third party ad networks and analytics we may use on our website:

Advertising and Analytics on Websites		
Google Analytics	<a href="#">Browser Ad On (Opt Out)</a>	<a href="#">Learn More (More Info Below)</a>
Siteimprove Analytics	<a href="#">Opt-out</a>	<a href="#">Privacy Info</a>
Google Ads DoubleClick	<a href="#">Ad Settings</a>	<a href="#">Privacy info (More Info Below)</a>
Google Tag Manager		
Google Adwords		
Google Dynamic Remarketing		
Crazy Egg	<a href="#">Opt-out here</a>	<a href="#">Privacy Info</a>
Facebook Ads	<a href="#">Ad Settings</a>	<a href="#">Privacy Info (More Info Below)</a>
Facebook custom audience		

**Comment [kl307242]: REVIEW AND REMOVE COMMENT BEFORE POSTING**

Can we at least point to the cookie here so users can opt out by blocking it?

Looks like sites need to implement an opt out of SiteAnalytics following instructions in help center...can't see how as its past a login screen. SiteAnalytics doesn't have an opt out button on their site that can be used by all clients.

*If this is required, please submit a Support ticket detailing the IP address range you would like to exclude before anonymization in Siteimprove Analytics.*

*In some cases, you may want to allow visitors to opt-out of being tracked on your website with Siteimprove Analytics, then you can also create an opt-out button on your website. Learn more about how to set up an opt-out button.*

Should be implemented with IP anonymization as well. See: <https://support.siteimprove.com/hc/en-gb/articles/115000018831-IP-Anonymization-in-Siteimprove-Analytics>

Facebook Connect		
Facebook Impressions		
Bing Ads	<a href="#">Ad Settings</a>	<a href="#">Privacy Info</a>
Twitter Button	<a href="#">Opt Out</a>	<a href="#">Privacy Policy; More Info</a>
Facebook Social Plugins	<a href="#">Opt Out</a>	More <a href="#">Info</a> ; <a href="#">Privacy Info</a>
Google+ Platform	Social Media	<a href="#">Privacy info (More Info Below)</a>
LinkedIn Widgets	<a href="#">Opt Out</a>	<a href="#">Privacy Policy; More Info</a>

Comment [kl307243]: **REVIEW AND REMOVE COMMENT BEFORE POSTING**  
 I think this is an old plugin

## More information on cookies

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

### International Chamber of Commerce, United Kingdom

Information on the ICC (UK) UK cookie guide can be found on the ICC website section: <http://www.international-chamber.co.uk/our-expertise/digitaleconomy>

## More information on third party ad networks

### EU: Internet Advertising Bureau

A guide to behavioral advertising and online privacy that has been produced by the internet advertising industry can be found at: [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/)

### US: Digital Advertising Alliance

A guide to behavioral advertising and online privacy, and DAA Members Opt-out Tool: [www.aboutads.info/choices](http://www.aboutads.info/choices)

### Canada: Digital Advertising Alliance of Canada

A guide to behavioral advertising and online privacy, and DAA Members Opt-out Tool:  
<http://youradchoices.ca/choices>

## More information on third party analytics

**Google Analytics:** For more information about Google Analytics cookies, please see Google's help pages and privacy policy:

[Google's Privacy Policy](#)

[Google Analytics Help pages](#)

Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser [here](#).

Google Analytics is a web analytics service provided by Google, Inc. ("Google"). Google uses cookies to help us analyze how users use the website. 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. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on your activity for us and third parties who help operate and provide services related to the website. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this notice. However, please note that if you do this, you may not be able to use the full functionality of the website. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> or at [https://www.google.de/intl/en\\_uk/policies/](https://www.google.de/intl/en_uk/policies/).

Please note that on the website, Google Analytics code is supplemented by "gat.\_anonymizeIp();" to ensure an anonymized collection of IP addresses (so called IP-masking).

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<https://support.google.com/analytics/answer/2763052?hl=en>