

Punter Southall Governance Services Cookies Policy

Effective date: 21 August 2019



Like many companies, Punter Southall Governance Services Limited (PSGS) (we, us and our) use technology on our website and in our marketing campaigns to collect information that helps us enhance your online experience (by 'remembering' you to enable you to move around the website easily), discover how you use our website and measure the effectiveness of those campaigns.

We respect your concerns about privacy and value the relationship we have with you. The cookies we use allow our website to work, help us to understand what information is most useful to you and develop our business and services.

What are cookies?

A cookie is a text file containing information that is downloaded to your desktop or laptop computer, tablet or mobile device when you visit our website. Cookies are useful because they allow our website to recognise your device. Cookies are then sent back to our website on each time you visit, enabling the website to 'remember' you or your device. Information stored in cookies may be encrypted. A cookie cannot read data off your hard drive or read cookie files created by other sites.

When we refer to cookies throughout this policy, we intend to cover all similar devices including web beacons and log files. You can find more information about cookies at [All About Cookies](#), [Your Online Choices](#) or [About Cookies](#).

The information we collect and why

Part of creating an enjoyable and lasting experience for our customers is to use cookies to process information in order to better understand what you want from us and our site. For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on your device.

Examples of the types of information we collect via cookies are:

- how often you visit our website, the pages you visited on our website, what you clicked on or downloaded from our website and the total time you spent on our website
- the website you visited before our website
- whether you have visited our website before or if you are a new visitor
- your viewing preferences (eg layout, sizing preferences, language, etc.)
- your IP address, browser type and operating system

Please note: we do not collect your name or email address via cookies.

Cookies help us to improve our site and to deliver a better and more personalised service. They enable us to:

- estimate our audience size and usage pattern
- store information about your preferences, enabling us to customise our site and the information we provide to you according to your individual interests
- speed up your searches
- customise your visit: we may use information collected to help improve your next visit to our site
- look at trends: analysing activity across all website visits enables us to identify trends, hot topics and issues of particular interest

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our website. Unless you have adjusted your browser setting so it will refuse cookies, our system will issue necessary cookies when you visit our website.

The type of cookies we use

- **Necessary** – these enable you to move about the site or to receive certain requested features, such as storing language preferences or allowing you to place orders on the website. You may disable these by changing your browser settings, but this may affect how the website functions.
- **Analytics** – these collect statistical information about the use of the website by you and other visitors. This information allows us to enhance the functionality of our website. Some record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the information we share with you (including via email) more relevant to your interests. We may also share this information with third parties for this purpose.
- **Functionality** – these allow the website to remember choices you make (such as your preferred language or the region you are in) and provide enhanced, more personal features.

How long cookies are stored on your device

The length of time cookies are stored on your device can vary, but they generally fall into two categories: temporary session or persistent cookies.

Temporary session cookies

We use temporary session cookies on all of our secure pages to assign and store a session ID to you so that you can move uninterrupted between the areas of our site. This session ID is also used for internal reporting purposes. It is not personally identifiable to you, and this type of cookie does not leave any retrievable information on your hard drive. These cookies expire when you close your internet browser.

Persistent cookies

Persistent cookies are used to help us understand visitor patterns over a longer term or to provide additional functions you have requested in relation to site customisation and saved or stored content. They can be stored on your computer for 24 hours, a week, or several years, depending on the function they're helping to perform.

The cookies we use on this website

We use the cookies detailed below:

Cookie name	Source	Type	Expires	Purpose
cmsms_statistics_module_colordepth cmsms_statistics_module_resolution cmsms_statistics_javascript_detected CMSSESSID opinion_view	CMS Made Simple	Necessary	When session ends	These cookies are placed by our content management system to record details about how your screen and browser are set up to ensure the site renders well. There is also a unique identifying cookie and one that remembers the way you like to view the opinions page for that session.
_utma	Google Analytics	Analytics	26 months	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
_utmb	Google Analytics	Analytics	26 months	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
_utmc	Google Analytics	Analytics	When session ends	Used in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
_utmz	Google Analytics	Analytics	26 months	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.
wow.session	CommuniGator	Analytics	When session ends	Standard session cookie served by the web server. Used for marketing and website tracking.
wow.anonymousid	CommuniGator	Analytics	2 years	Anonymous Visitor ID. Does not store user data, only stores active menu node over post-back. Used for marketing and website tracking.
wow.schedule	CommuniGator	Analytics	When session ends	Load Balance Session Queue. Standard session cookie served by the web server. Used for marketing and website tracking.

Cookie name	Source	Type	Expires	Purpose
wow.utmvalues	CommuniGator	Analytics	When session ends	Stores the UTM values for the session. Does not store user data, only stores active menu node over post-back. Used for marketing and website tracking.
wow.trackingdata	CommuniGator	Analytics	When session ends	Encrypted identifier for the session. Used in the integration with our third party email marketing system so our tracking system knows email contacts visiting website.
wow.data	CommuniGator	Analytics	2 years	Encrypted email marketing system identification. Used in the integration with our third party email marketing system so our tracking system knows email contacts visiting website
ASPXAUTH	CommuniGator	Analytics	When session ends	Authentication cookie served by the CommuniGator product for marketing and website tracking.
ASP.NET_SessionId	CommuniGator	Analytics	When session ends	Standard session cookie served by the web server. Used for marketing and website tracking.

Third-party cookies

Third party cookies are set by a domain other than the one the user is visiting. This typically occurs when the website incorporates elements from other sites, such as images, social media plugins or advertising. When the browser or other software fetches these elements from the other sites, they can set cookies as well.

Google Analytics

Google Analytics cookies do not collect personal data about our website visitors and is therefore not linked to any other information we store about you. The data collected is used to analyse how frequently the same people revisit the website, how the website is found (from searched or referring websites) and which pages are most frequently viewed. You can read [Googles Privacy policy](#) for more information.

Google Maps

Google set a number of cookies on any page that includes a Google Map. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of Google Maps users, various unique identifiers and store your options such as preferred zoom level.

Vimeo

Vimeo set a number of cookies on any page that includes a Vimeo video. While we have no control over or use the cookies set by Vimeo, they appear to include a mixture of pieces of information to measure the number and behaviour of Vimeo users, including information about current video viewing settings as well as linking your visits to our website with your Vimeo

account if you are signed in to one, which we do not track. You can read [Vimeo's Cookie policy](#) for more information.

Social media plug-ins

We have integrated components of LinkedIn on this website. On each individual page you visit where the social media plug-in is integrated, your information will be collected by, transmitted to and stored by the provider of that social media plug-in. The information collected and transmitted includes your IP address, the address of the website the social media plug-in is located, your browser information and operating system used, data and time the website was accessed or activated.

LinkedIn depersonalises all passive impression data from social plugins within 7 days. Passive impression data refers to when a LinkedIn member does not interact with a social plugin, but merely visits a webpage with a LinkedIn social plugin button on it. When a member does interact with a social plugin (eg selects the follow button), this 'active impression data' is retained in order to deliver the associated products and features on LinkedIn.

Marketing

In order for us to measure the effectiveness of our marketing communications we collect the following information:

- click-through - where you have clicked on one or more links contained in an email
- conversion - where you have who clicked on a link within an email and completed an action, such as registering for an event or downloading content of value
- email sharing/forwarding - where you have clicked on a 'forward to a friend' link or button
- unsubscribes - where you click on the unsubscribe link
- bounces - emails sent that could not be successfully delivered to the recipients inbox

You can change your marketing choices or opt out completely at any time in our online preference centre, over the phone, in writing or each time we send you an email you can unsubscribe.

We also use a website tracking tool that identifies the business or organisation that website visitors belong to, based on a reverse IP Lookup. Cookies (described above) are used to process this identification, and personal information about individual users is stored. This includes information about your current web browsing session (pages viewed, time on site etc) and the dates and times of previous website visits.

We use this information to profile website visitors in order to better understand the way in which our website content is viewed by different segments. It is also used to identify the types of organisations that might be interested in our products, services and events.

How to manage cookies

If you are concerned about having cookies on your device, you can use your browser settings to:

- delete all cookies
- block all cookies
- allow all cookies
- block third-party cookies
- clear all cookies when you close the browser
- open a private browsing / incognito session, which allows you to browse the internet without storing local data

- notify you each time new cookies are placed on your device
- install add-ons and plug-ins to extend browser functionality

You can find out more information about controlling cookies from:

- [Internet Explorer](#)
- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Opera](#)

In addition, if you use Firefox or Internet Explorer 11 there is an option to turn on the **Do Not Track** functionality, which allows you to tell websites not to track you. Google has also published a browser add-on to allow you to choose what information about your websites you visit is sent to Google Analytics, this can be downloaded [here](#). Full details on the cookies set by Google Analytics are published on the Google website.

You can also update cookie preferences for the PSGS website using the button at the bottom of the Cookies Policy page.

Please note: if you choose to disable some or all cookies, you may not be able to make full use of our website and some useful features will not work.

Changes to the policy

We will inform you of any changes to this policy by dedicated service emails or by notification on this website.

If you have any questions or concerns regarding our use of cookies, or if you want to exercise your right to access your data and/or have any information we hold about you rectified, you can contact us. You will also find more information about how we process your information in our Privacy Policy.