

ONESERVE LTD: COOKIE POLICY

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services. **Advertising Cookies** – Cookies are widely used in online advertising. Neither us, advertisers or our advertising partners can gain personally identifiable information from these cookies.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). We use cookies to make our website work. There is no way to prevent these cookies being set other than to not use our site.
- **Targeting cookies.** These cookies 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 advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
- **Social Website Cookies** – So you can easily “Like” or share our content on the likes of Facebook and Twitter we have included sharing buttons on our site. The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.
- **Third party functions** – Our site, like most websites, includes functionality provided by third parties. A common example is an embedded YouTube video. Disabling these cookies will likely break the functions offered by these third parties
- **Visitor Statistics Cookies** – We use: Google Analytics and Pardot We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows

which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called "analytics" programs also tell us if how people reached this site (e.g. from a search engine) and whether they have been here before helping us to put more money into developing our services for you instead of marketing spend.

Pardot sets for tracking purposes, and sets **third-party cookies** for redundancy. Using first-party and third-party cookies together is standard in the marketing automation industry. Pardot cookies do not store personally identifying information, they store only a unique identifier. Additional Information is available at <http://www.pardot.com/faqs/prospects/pardot-track-activities/>

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose
Session tracking cookie.		Session cookies do not collect information from the user's computer. They typically will store information in the form of a session identification that does not personally identify the user.
Youtube	GEUP, PREF, VISITOR_INFO1_LIVE, YSC	We use YouTube to embed a selection of videos on our website. The VISITOR_INFO1_LIVE cookie attempts to estimate your bandwidth. The YSC cookie is set by YouTube and is a 3rd party cookie served by the domain youtube.com. The PREF cookie may be used by YouTube to store session preferences that relate to your activity when watching the embedded videos. The GEUP cookie is being used for playing a youtube video. It is being set during loading a youtube video.
Google	NID & PREF	Google cookies used to help customise ads on Google properties, like Google Search. Cookies are used to remember most recent searches, previous interactions with our ads or search results, and an our website. This helps us to show customised ads on Google.
Zopim	__zlcmid	Cookie which identifies the user, used by Zopim Online Chat widget.
Google Analytics	__utmz, __utmc, __utmb, __utma, __utmt	These cookies are used to collect information about how visitors use our website i.e. the number of visitors, the pages visited on the website and where the visitors have come from to the website. The

		cookies collect information in an anonymous form. The information is used to compile reports to help us improve the site.
Pardot:	Visitor_idxxxxx –	<ul style="list-style-type: none"> Visitor Cookie: The visitor cookie includes the name “visitor_id” plus the unique identifier, which is derived from the tracking code placed on your site. The value stored is the unique ID for the visitor. For example, cookie name “visitor_id12345” stores the visitor value “123456789,” where 12345 is the account identifier and 123456789 represents the visitor ID. This cookie is set by our tracking code on visitors and prospects.
Pardot	pi_opt_in”	<p>The cookie named “pi_opt_in” is what we use to stay in compliance with the “Do Not Track” initiative. Pardot’s tracking code can optionally respect these headers and does not use cookie-based tracking for any visitors with that setting enabled.</p> <ul style="list-style-type: none"> The following are tracked: <ol style="list-style-type: none"> Form and landing page submissions Email sends, opens, and clicks
Pardot	Pardot	Pardot App Session Cookie: The session cookie named “pardot” is only set if you’re logged into our app as a user (i.e. prospects will not have this cookie set).

The following "Social Sharing" cookies are also used:

Twitter

Twitter provides www.tribefirst.co.uk with functionality to spread our content via social media. Twitter uses this cookie to determine if a twitter user is available to share content or not.

Share this

Share This provides www.tribefirst.co.uk with functionality to spread our websites content via social media or email. The cookies are required to operate this functionality.

Facebook

Facebook provides www.tribefirst.co.uk with functionality to spread our content via social media. Facebook uses this cookie to determine if a facebook user is available to share content or not.

LinkedIn

LinkedIn provides www.tribefirst.co.uk with functionality to spread our content via social media. LinkedIn uses this cookie to determine if a LinkedIn user is available to share content or not. [Click here for information on how to reject or delete this cookie](#) Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Blocking cookies

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after 26 months.