

Cookie Policy

UPDATED 25TH MAY 2018

1 Our use of cookies

- 1.1 Welcome to <http://www.releasd.com> ('Site'). Here you will find information on what cookies may be set when you visit our Site and the purposes for which we use those cookies. The Site is owned and operated by Releasd Ltd ('we', 'our', 'us' as applicable). For further detailed information about this Site, please click here to see our [Terms of Use](#) and our [Privacy Policy](#).

2 What are cookies?

- 2.1 A cookie is a small data file that is placed on your computer or other device to allow a website to recognise you as a user when you return to the website using the same computer and web browser, either for the duration of your visit (using a 'session cookie') or for repeat visits (a 'persistent cookie'). Other similar files work in the same way and we use the word 'cookie' in this policy to refer to all files that collect information in this way.

- 2.2 Cookies are an extremely common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use cookies for the following purposes:

2.2.1 **Strictly necessary cookies.** These are cookies that are required for the operation of our Site. They include, for example, cookies that enable you to log into secure areas of our Site.

2.2.2 **Analytical cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.

2.2.3 **Functionality cookies.** These are used to recognise you when you return to our Site and to embed functionality from third party services. This enables us to personalise our content for you, greet you by name, remember your preferences (for example, the 'remember me' function used when logging in).

2.2.4 **Advertising cookies.** These cookies record your visit to our Site, the pages you have visited on our Site and others and the links you have followed. We will use this information to make the advertising displayed to you more relevant to your interests. We may also share this information with third parties for this purpose.

- 2.3 This Cookie Policy gives you information on the specific cookies used on this Site.

3 How to control and delete cookies

- 3.1 When you accessed the Site, you were presented with a message that notified you of our use of cookies. We had to use a cookie to present you with that notice (you can see details of this cookie under 'Cookie Banner' in the table below). If you continue to use the Site, more cookies and other tracking technologies will be placed on your computer as described in this

Cookie Policy in order to enhance your user experience whilst on the Site. By continuing to use the Site, you are agreeing to the use of such cookies and tracking technology.

- 3.2 We will not use cookies to collect personally identifiable information about you. However, if you wish to restrict or block the cookies which are set by this Site (or, indeed, on any other site) you can do this through your browser settings. The 'Help' function within your browser should tell you how. If you are primarily concerned about third party cookies generated by advertisers, you can turn these off by going to the Your Online Choices site at <http://www.youronlinechoices.com/uk/your-ad-choices>.
- 3.3 Alternatively, you may wish to visit <http://www.allaboutcookies.org/> which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer, as well as more general information about cookies. Please note that, as these websites are not owned or operated by us, we are not responsible for any of the content on them.
- 3.4 Please be aware that restricting cookies may mean that you will not be able to take full advantage of all the features or services available on this Site.

4 Main cookies used by us on our Site

- 4.1 Below is a list of the cookies set and used by us on this Site together with details about what each is used for:

Cookie	Name	Type and Expiry	Category and Purpose
Website Analytics	_gid	HTTP: 2 Years	Analytical: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
Website Analytics	_gat	HTTP: Session	Analytical: Used by Google Analytics to throttle request rate
Website Analytics	_ga	HTTP: Session	Analytical: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
Re-marketing	_te_	HTTP: Session	Advertising: Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
	__ar_v4	HTTP: 2083 days	Advertising: Optimises ad display based on the user's movement combined and various advertiser bids for displaying user ads.

5 Third party cookies

5.1 We also use and work with a number of third party suppliers and partners who set or read cookies on this Site. We do not have any control over these cookies. Whilst we provide a summary of the third party cookies used in the table below, you should also check the relevant third party's privacy policy using the links in that table for more information about how these cookies are used.

5.2 The third party cookies used in connection with this Site include:

5.2.1 **Analytics cookies.** We use cookies to help us collect information that allows us to analyse web traffic to our Site. The information collected via the cookies, which is anonymous, is sent to a third party that operates analytics tools which we use to analyse the information collected and improve the Site's performance.

5.2.2 **Social media cookies/plugins.** use a cookie from LinkedIn to measure the success of our advertisements that appear on LinkedIn.

5.2.3 **Embedded third party content.** Some of the content on our Site (e.g. maps or videos) is provided by online services operated by third parties. When you visit a page containing content from one of these services, a cookie may be set by the relevant third party.

5.2.4 **Advertising cookies.** We also use and work with a number of third party suppliers and partners who set cookies on this Site in order to deliver targeted and non-targeted advertising to you. Please see a summary of the third party advertising cookies used in the table below. If you would like more information about the cookies used by these organisations or would like to access a tool which you can use to disable them, please visit the Your Online Choices site at <http://www.youronlinechoices.com/uk/your-ad-choices> or click on the AdChoices logo that you will see in the corner of advertisements that carry behavioural targeting cookies.

5.3 Below is a summary of the third party cookies used in connection with this Site:

Cookie	Name	Category and Purpose
Google Analytics	ads/user- lists/#,	Analytical: These cookies are used to collect information about how you and other visitors use our Site, which we use to help improve it. These 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 have visited. If you would like to disable the collection of data by these cookies please install the opt out tool available at: http://tools.google.com/dlpage/gaoptout
LinkedIn	BizolD, UserMatchHi story, lang,	Advertising: We use LinkedIn to advertise our products. These cookies are

	lidc, bcookie, __utma, __utmv, __qca	used to track the effectiveness of that advertising.
AdRoll	c, tuuid_lu, tuuid, CMPRO, CMID, CMDD, CMST, CMRUM3, CMPS, CMSC, id, datr, fr, lu, i, adrl, PUBMDCID, PugT, KRTBCOOKI E_10, rtn1-z, ck1, rlas3, t_gid, taboola_usg, auth_token, twll, secure_session, guest_id, __utma, personalization_id, remember_checked, remember_checked_on, bscookie, __adroll, lang	Advertising: These cookies are set by AdRoll and their advertising network partners. They are used to personalise ads on other sites based on your visits to the website.

6 Email tracking

- 6.1 Some of the emails we send to you may contain a 'web beacon pixel' or tracked links which allows us to identify when you have opened the email and to verify which links contained in the email you have accessed. We use this information to determine which parts of our emails are of most interest to you.
- 6.2 You can delete the pixel by deleting the email
- 6.3 Alternatively you can unsubscribe from our mailing list by contacting us at privac@releasd.com.

7 Changes

- 7.1 We may make changes to this Cookie Policy at any time by sending you an e-mail with the modified Terms or by posting a copy of them on the Site. Any changes will take effect 7 days after the date of our email or the date on which we post the modified terms on the Site, whichever is the earlier. Your continued use of the Site after that period expires means that you agree to be bound by the modified policy.

8 Contact us

- 8.1 If you have any questions or concerns about cookies or your privacy when using this Site, please contact us as follows:

By post at Releasd Limited, 85-87 Bayham Street, London, NW1 0AG

By telephone on: +44 (0)207 424 7922

By email at privacy@releasd.com