

MyLife Digital Group Cookie Notice

Version 9.0 Effective From: August 2019

What is a cookie?

A cookie is a small piece of data that is sent between a website and your web browser, enabling the website to function properly and the website owner to collect helpful information about your visit.

A cookie cannot read data from your hard disk or read cookie files created by other websites.

If a cookie is a “session” cookie, it will expire at the end of your browsing session.

“Persistent” cookies remain on your device even after you close your browser; this helps to remember your preferences ready for the next time you visit.

Why do websites use cookies?

Most websites use cookies, as they help organisations achieve a number of common business objectives.

Cookies play an important part in delivering the intended functionality and security of a website. For example, they help a website remember your log-in details and can provide helpful information during a cyber security attack.

Another objective is for the website owner to learn about, and improve, the user experience of visitors to the website. Information collected by cookies can also be used to show you content that you are likely to be most interested in when you visit the website or within marketing material.

What cookies are used on MyLife Digital Group websites?

In this section you can find details on the cookies we use for our websites.

It is important to be aware that our cookies will **never** analyse visits to other websites or track any internet searches being undertaken whilst you still have a window open on any of our websites.

The MyLife Digital Group websites include:

MyLife Digital	www.mylifedigital.co.uk
Consentric	www.consentric.io
Insight	www.insight-analysis.co.uk
Wood for Trees	www.woodfortrees.net

Cookie Manager

On first access to any of our websites, or by clicking  the in the left hand, bottom corner of the screen, you will see our Cookie Manager (Fig 1.).

Here you can Reject All, Accept All or choose to switch on or off the Analytic and Marketing categories of cookies.

Please be aware, switching off the cookies could impede your website user experience.

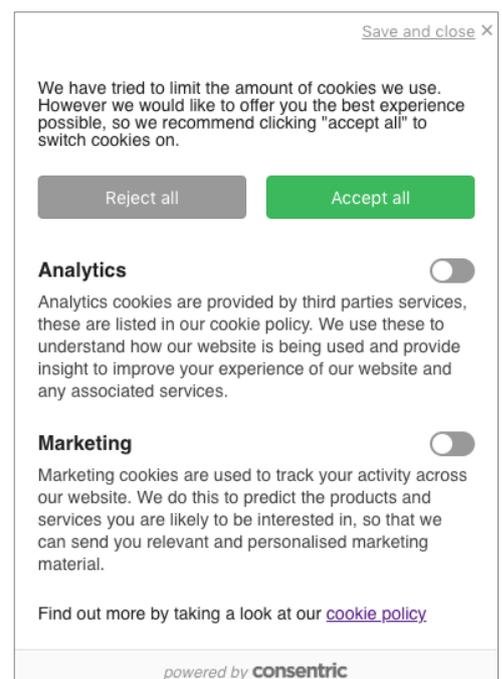


Figure 1. Cookie Manager

Analytics Cookies

These cookies help us, and the third parties we work with, to understand how effective our websites are by collecting and reporting information on usage. They also provide useful functionality, performance, statistical and security features across our websites. Information collected by these cookies helps us to improve the functionality and user experience of our websites and any associated services.

All our websites do, or will at some time, use the following analytics cookies:

Cookies	Provider	Purpose	Duration
Pardot	Pardot by Salesforce	Identifies and tracks you as a unique visitor in order for us to tailor marketing and user experience.	Session
_utma	Google Survey Legend	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.	2 years
_utmb		Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.	1 day
_utmt		Used to throttle the speed of requests to the server.	
_utmc		Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.	Session
_utmz		Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.	6 months
_utm.gif		Google Analytics Tracking Code to log details about the visitors' browser and computer	Session
test_cookie		Google	To check whether the visitors web browser is set to allow or reject cookies
PHPSESSID	Survey Legend	Preserves user session state of requests to the server	Session
lc_sso7426011		To enable the use of Survey Legend services.	1000 days
_ga (x2)		Registers a unique ID used to generate statistical data on how the visitor uses the website and to throttle request rate.	2 years
_gid (x2)			1 day
_gat (x2)			
Cookie Consent	Consentric	Stores the users cookie consent state for the current domain	1 year
Cookie Control		To control the cookies applied based on user cookie management choices.	3 months
@ @History/@ @scroll #		Tracks users page scrolling state	Session
lang	Twitter	Remembers the users' selected language version of a website	Session

Marketing Cookies

Marketing cookies are used to track your activity across our website. We do this to predict the products and services you are likely to be interested in, so that we can send you relevant and personalised marketing material.

All our websites do, or will at some time, use the following marketing cookies:

Cookies	Provider	Purpose	Duration
visitor_id#	Pardot by Salesforce	Identifies and tracks you as a unique visitor in order to tailor marketing.	10 years
visitor_id#-hash			
lpv601271			1 day
Ads/ga-audiences	Google	Used by Google AdWords to re-engage visitors that are likely to convert to customers, based on the visitor's online behaviour across websites.	Session

How can you control the cookies being applied?

To manage the use of cookies, you can use our Cookie Manager .see section 'Cookie Manager' above or you can set your browser to block or delete cookies.

You can find out more about how to do this by clicking the following links for your web browser:

[Windows Internet Explorer](#)

[Firefox](#)

[Google Chrome](#)

[Safari](#)

Please note that blocking or deleting cookies is likely to have a negative impact on your user experience and the functionality of the website during your visit.

How do we protect information that is collected?

We hold any information collected by cookies securely in line with recognised industry standards and never sell it on to third parties.

Further information on how we hold your data securely and your rights in relation to your data can be found in the [Privacy Notice](#) of our Group website.

Where can you find out more?

For more information on cookies in general, please visit [All About Cookies](#).

If you would like to know more about how MyLife Digital manages cookies, please email us on dataprotection@mylifedigital.co.uk.