

COOKIES POLICY

This website, www.ping-services.com/platform (our “**Site**”), uses Cookies and similar technologies to distinguish you from other users. By using Cookies, we are able to provide you with a better experience and to improve our Site by better understanding how you use it. Please read this Cookies Policy carefully and ensure that you understand it. Generally, if you continue to use our site, you are deemed to have continued to accept our Cookie Policy. However, we recognize that your device may be used by another person. Hence, we may ask you again whether you accept our Cookie Policy from time to time. If you do not agree to our Cookies Policy, you may choose to stop using our Site immediately, or continue using it. However, using our Site without cookies may lead to a less than optimal user experience.

1. Definitions

In this Cookies Policy, the following expressions have the following meanings:

“ Cookie ”	means a small file placed on your computer or device by our Site when you visit certain parts of our Site and/or when you use certain features of our Site;
“ Cookie Law ”	means the relevant parts of the Privacy and Electronic Communications Regulations 2003 and of the UK General Data Protection Regulation (“ UK GDPR ”);
“ personal data ”	means all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by the Data Protection Act 1998 or the UK GDPR; and
“ we ”, “ us ” and “ our ”	means Ping Services Ltd, a company registered in England and Wales under number 12319160 whose registered office is at Office 6, Town Hall, 86 Watling Street East, Towcaster, Northants, NN12 6BS, England.

2. How our Site uses Cookies

- 2.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and used only by us. We use Cookies to facilitate and improve your experience of our Site and to provide and improve our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 2.2 By using our Site, you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services and/or parties other than us. Third-party Cookies are used on our Site for Google Analytics only to improve your future experience on our site.
- 2.3 All Cookies used by and on our Site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:
 - 2.3.1 “Strictly necessary” Cookies

A Cookie falls into this category if it is essential to the operation of our Site, supporting functions such as logging in, your shopping basket and payment

transactions.

2.3.2 Analytics Cookies

It is important for us to understand how you use our Site (for example, how efficiently you are able to navigate around it and what features you use). Analytics Cookies enable us to gather this information, helping us to improve our Site and your experience of it.

2.3.3 Functionality Cookies

Functionality Cookies enable us to provide additional functions to you on our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be “strictly necessary” Cookies, but not all necessarily fall into that category.

2.3.4 Targeting Cookies

It is important for us to know when and how often you visit our Site and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make our Site and advertising more relevant to your interests.

2.3.5 Third-party Cookies

Third-party Cookies are not placed by us; instead, they are placed by third parties that provide services to us and/or to you. Third-party Cookies may be used by advertising services to serve up tailored advertising to you on our Site, or by third parties providing analytics services to us. These Cookies will work in the same way as analytics Cookies described above.

2.3.6 Persistent Cookies

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our Site.

2.3.7 Session Cookies

Name of Cookie	Purpose	Type	Provider	Strictly Necessary?	Date of Expire
rc::c	This cookie is used to distinguish between humans and bots.	HTML	Google.com	Yes	End of Session
wc_fragments_#	Stores a visitors login information so they don't need to keep	HTML	Ping-services.com	Yes	End of Session

	logging in if browser closed				
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Pixel	Google.com	No	End of Session

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit our Site until you close your browser. Session Cookies are deleted when you close your browser.

- 2.4 Cookies on our Site are not permanent and will expire as set out in the table below.
- 2.5 For details of the personal data we collect and use, the measures we have in place to protect personal data, your legal rights and our legal obligations, please refer to our Privacy Policy.

3. The Cookies Our Site Uses

3.1 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Type	Provider	Strictly Necessary?	Date of Expire
wc_fragments_#	Stores a visitors login information so they don't need to keep logging in if browser closed	HTML	Ping-services.com	Yes	End of Session
_ga	Registers a unique ID that is used to generate statistical data	HTTP	Google Analytics	No	2 years

	on how the visitor uses the website.				
_gat	Used by Google Analytics to throttle request rate.	HTTP	Google Analytics	No	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	HTTP	Google Analytics	No	1 day

3.2 The following third-party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Type	Provider	Strictly Necessary?	Date of Expire
rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	HTML	Google.com	Yes	Persistent
rc::c	This cookie is used to distinguish between humans and bots.	HTML	Google.com	Yes	End of Session

3.3 Our Site uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better

understand how our Site is used. This, in turn, enables us to improve our Site and the services offered through it. You do not have to allow us to use these Cookies. However, while our use of them does not pose any risk to your privacy or your safe use of our Site, it does enable us to continually improve our Site, making it a better and more useful experience for you.

3.4 The analytics service(s) used by our Site use(s) analytics Cookies to gather the required information.

3.5 The analytics service(s) used by our Site use(s) the following analytics Cookies:

Name of Cookie	Purpose and Type	Provider	Strictly Necessary?	Date of Expire
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Google Analytics	No	2 years
_gat	Used by Google Analytics to throttle request rate.	Google Analytics	No	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	Google Analytics	No	1 day

4. Consent and control

4.1 Before Cookies are placed on your computer or device, you will be shown a message bar requesting your consent upon visiting our Site to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies (unless those Cookies are strictly necessary); however, certain features of our Site may not function fully or as intended.

4.2 In addition to the controls we provide, you can choose to enable or disable Cookies in your internet browser. Most browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most browsers accept Cookies but this can be changed. For further details, consult the help menu in your browser or the documentation that came with your device.

4.3 The links below provide instructions on how to control Cookies in the most popular browsers:

4.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

4.3.2 Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

4.3.3 Microsoft Edge <https://support.microsoft.com/en-gb/products/microsoft-edge>
(Please note that there are no specific instructions at this time, but Microsoft support will be able to assist.)

- 4.3.4 Safari (macOS): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB
- 4.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>
- 4.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
- 4.3.7 Android <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers.)

5. **Changes to this Cookie Policy**

- 5.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of our Site after the changes have been made. You should therefore check this page from time to time.
- 5.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

6. **Further information**

- 6.1 If you would like to know more about how we use Cookies, please contact us at andrew@ping-services.com
- 6.2 For more information about privacy, data protection and our terms and conditions, please visit:
 - 6.2.1 www.ping-services.com/dataprotectionpolicy
 - 6.2.2 www.ping-services.com/privacypolicy
 - 6.2.3 www.ping-services.com/termsandconditions