

## Cookies

The GDPR says that you must have a choice. The fact that you use our website does not mean you agree to all cookies. As a website owner we should not constrict you to accept cookies in exchange for information. However, it is our view that a value exchange of your basic information for use of our website is often preferable.

Consent under the GDPR for cookies needs to be a clear affirmative action. An example is clicking through an opt-in box or choosing settings from the menu.

The GDPR clearly states that a data subject should be able to withdraw consent as easily as they gave it. With cookies this should generally mean that you should be able to revoke consent through the same action as when you gave consent.

This website uses PIWIK and Google Analytics to help analyse how visitors use this site. Google Analytics uses “cookies”, which are small text files placed on your computer, to collect standard internet log information and visitor behaviour information in an anonymous form. We think that this is a fair value exchange, for both our own website and that of our clients. However, we cannot vouch that any of our client websites are collecting or processing information in line with GDPR as we do not have control over this. It is for you to make sure that this is the case.

The emphasis here is on anonymous, as no personally identifiable information is collected about you unless you explicitly submit that information on this website, as you will notice our data collection here has an opt-in in compliance of GDPR.

The anonymous information generated by Google Analytics cookies about your use of this website is transmitted to Google not to Route. This information is processed to compile statistical reports on website activity for this site only. We use these reports to evaluate aggregate visitor usage so that we can optimise the content, and its marketing, to better meet your needs. However if you really want to turn off Google Analytics cookies for this or any other site, which we hope you don't, you can always visit this page <https://tools.google.com/dlpage/gaoptout>

Route also uses Adform tracking pixels from time to time on this site and on our clients' sites. Adform, just like Google Analytics, does not collect personally identifiable data such as your name, email, address or phone number from your visit to its servers and domains, including but not limited to www.adform.com, test.adform.com, test.adform.dk and track.adform.net, unless you voluntarily supply this through e.g. the "Contact Us" form or any other publicly available contact channel.

Adform's technology is used by Route and our clients to create and deliver rich and diverse online marketing campaigns using modern technology and innovative tools. Adform supports strict online privacy and security standards and has implemented several techniques to monitor advertising material for potentially unsafe content and unlawful privacy breaches. Adform's technology allows advertisers to collect and store data about Internet users and use them for analysis and online behavioural advertisements. As a result, such advertisements offer an enriched online experience and deliver advertisement content that is likely to be more interesting and relevant you.

When you visit a website or mobile application that shares non-personal information about your activity with Adform, we will use that information to help our clients to deliver more relevant advertising to you at the websites and mobile applications you visit, and for other purposes including research and analysis. To decide which ads to display, such as showing similar products to those that you have looked at before, Adform uses a cookie mechanism for this purpose, but only on an anonymous basis.

As mentioned before, a cookie is a small text file that can be stored on a computer or mobile device when, with a browser, a user views advertisements or websites of ours or our clients. The cookie does not collect names, addresses, telephone numbers, email addresses, or anything similar that identifies an individual (according to EU laws, personal data is any data that “directly and indirectly” identifies a person). Instead the cookie contains: a random identification number, opt-out or opt-in choice options, or information about campaign/advertisement activity on an advertiser’s site. Using the cookies’ random identification numbers, Adform collects and stores in the cookie-based profiles anonymous information such as: device type, operating system, browser version, geographic location, URLs on which Adform displays advertisements, or facts about interactions with advertisements (such as number of clicks or views).

During web requests to Adform web-servers, their system is exposed to the IP addresses and/or Mobile Device Identifiers of user devices. Adform is in full compliance with local data privacy laws and is anonymising the data according to local regulations.

If you wish to opt-out of Adform tracking, which we hope you don’t, you may opt-out of all their tracking cookies by visiting this link <https://site.adform.com/privacy-policy-opt-out/>

On this site we may also use Facebook, Twitter or LinkedIn pixels. There are three very important uses for these pixels, they are;

- Retargeting (building audiences of people who have visited our website, retargeting throughout a sales funnel)
- Optimization (creating higher converting campaigns focused on a specific action)
- Tracking (tracking the performance of a campaign)

You can opt-out of this tracking.

If you would like to use a third party provider to help manage your web, you may want to consider <https://www.ghostery.com/>

Ghostery focuses on giving you transparency, education, and control over the data they provide to the sites you visit. The underlying technology for how the scripts are blocked is similar for Ghostery and its competitors. The core difference is that services like Adblock Plus and its competitors are blunt instruments. They are mainly "all-on/all-off" switches. They give you very little transparency into what is actually happening.

Ghostery approaches it differently; they don’t block anything by default. You choose what tracking technology to block. Their business model is transparent – you can opt-in to share anonymous data with them. They package this data into a software platform that businesses use to drive revenue from making your website experience cleaner, faster, and safer.

In summary, your anonymity is safe. That is our personal commitment to you as valued users.

Kind regards,

*Ben Dascombe*

Director