

13 August 2025

Cookie Policy of Impact IT Solutions

Introduction

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them. The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session. In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

Owner and Data Controller

Impact IT Solutions, Unit 27B & 28B, Osprey Court Hawkfield Business Park Whitchurch, Bristol BS14 0BB, United Kingdom

Owner contact email: info@impactitsolutions.co.uk

How this Website uses Trackers

Necessary

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed directly by the Owner

localStorage this website, Trackers

localStorage allows this Website to store and access data right in the User's browser with no expiration date.

Personal Data processed:

- Trackers

Service provided by:

- This Website

Trackers managed by third parties

Google reCAPTCHA Google LLC, United States, answers to questions +8

Google reCAPTCHA is a SPAM protection service provided by Google LLC. The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Answers to questions • clicks • keypress events • motion sensor events • mouse movements • scroll position • touch events • Trackers • Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)

Trackers duration:

- _GRECAPTCHA: duration of the session • rc::a: indefinite • rc::b: duration of the session • rc::c: duration of the session • ::f: indefinite

Google Tag Manager Google LLC, +1, United States +1, Trackers +1

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)
- Google Ireland Limited (Ireland) – [Privacy Policy](#)

Cloudflare Bot Management cloudflare, Inc., Place of processing:United States, Personal Data processed:app information +37

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare, Inc.

Personal Data processed:

- App information • Application opens • browser information • browsing history • city • clicks • country • county • custom events • device information • device logs • geography/region • interaction events • IP address • keypress events • language • latitude (of city) • launches • longitude (of city) • metro area • motion sensor events • mouse movements • number of sessions • operating systems • page events • page views • province • scroll position • scroll-to-page interactions • search history • session duration • session statistics • state • touch events • Trackers • Usage Data • video views • ZIP/Postal code

Service provided by:

- Cloudflare, Inc. (United States) – [Privacy Policy](#)

Trackers duration:

- __cf_bm: 3 seconds • __cfuid: duration of the session • _cfuid: indefinite • cf_clearance: 30 minutes • cf_ob_info: 3 seconds • cf_use_ob: 3 seconds • cfmrk_cic: 3 months

CookieYes Cookie Banner & Preference Centre CookieYes Ltd., United Kingdom, Trackers +1

Example of a CookieYes cookie consent banner prompting the user to Accept, Reject, or Customize their cookie preferences. The CookieYes Cookie Banner and Preference Center allows the Owner to inform Users about cookie usage and obtain their consent choices for the use of cookies and similar tracking technologies on this site. It displays a banner where Users can accept, reject, or customize cookie categories, and provides a preference center for Users to adjust their cookie preferences in compliance with applicable privacy regulations.

Personal Data Processed:

- Trackers (cookies storing consent preferences)
- Usage data related to consent choices.

Service provided by:

- CookieYes Ltd. (United Kingdom) - [Privacy Policy](#)

Trackers duration:

- CookieYes sets a first-party consent cookie (e.g. cookieyes-consent) to remember the User's preferences, typically stored for up to 1 year

Cloudflare Cloudflare, Inc., United States, app information +1

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website to be collected.

Personal Data processed:

- Trackers
- Various types of Data as specified in the privacy policy of the service

Service provided by:

- Cloudflare, Inc. (United States) – [Privacy Policy](#)

Trackers duration:

- _cfuid: indefinite
- cf_clearance: 30 minutes

Functionality

This Website uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed by third parties

WordPress.com Single Sign On Automattic Inc., United States, Trackers +1

WordPress.com Single Sign On is a registration and authentication service provided by Automattic Inc. and is connected to the WordPress.com network.

Personal Data processed:

- Trackers
- Various types of Data as specified in the privacy policy of the service

Service provided by:

- Automattic Inc. (United States) – [Privacy Policy](#)

Trackers duration:

- tk_or: 5 years • tk_r3d: 3 days • tk_rl: duration of the session

WordPress.com Aut O'Mattic A8C Ireland Ltd., Ireland, billing address +11
Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

WordPress.com is a platform provided by Aut O'Mattic A8C Ireland Ltd. that allows the Owner to build, run and host this Website.

Any disclosed WordPress extension or plugin that processes Personal Data, processes this data via WordPress.com unless otherwise specified.

Personal Data processed:

- Billing address • Data communicated while using the service • device information • email address • first name • last name • payment info • phone number • shipping address • Trackers • Usage Data • various types of Data as specified in the privacy policy of the service

Service provided by:

- Aut O'Mattic A8C Ireland Ltd. (Ireland) – [Privacy Policy](#)

Trackers duration:

- _icl_current_language: 1 day
- tk_lr: 1 year
- wpEmojiSettingsSupports: indefinite

CookieYes Consent Records & Preference Storage CookieYes Ltd., United Kingdom, data provided through using service +1

CookieYes preference center interface, allowing users to toggle categories (Necessary, Functional, Analytics) and save their consent preferences. This service stores and manages records of the Users' cookie consent decisions. The CookieYes tool keeps the User's consent preferences so that they can be retrieved and respected on subsequent visits. Users' choices (e.g. enabling or disabling certain cookie categories) are saved via a cookie on the User's device, ensuring their preferences remain in effect until they expire or are changed by the User.

Personal Data processed:

- Data provided by the User through the consent interface (cookie category selections)
- Trackers (consent cookie storing these preferences).

Service provider:

- CookieYes Limited (United Kingdom) - [Privacy Policy](#)

Trackers and duration:

- A consent preference cookie (e.g. cookieyes-consent) is used to store the User's consent state. This cookie endures for about 365 days by default, after which the User may be asked to reconfirm their preferences. The cookie is strictly used for remembering consent and does not contain personally identifying information.

Contact form City +14

By completing the contact form with their information, the User authorises this Website to use these details to respond to the inquiries (like quotes, and any other requests).

Personal Data processed:

- City • company name • country • county • email address • field of activity • first name • last name • phone number • physical address • profession • Trackers • Usage Data • User ID • various types of Data

Experience

This Website uses so-called “technical” Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Google Fonts Google LLC, United States, Trackers +1

Google Fonts is a typeface visualisation service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)

YouTube Video Widget Google LLC, United States, Trackers +1

YouTube is a video content visualisation service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)

Trackers duration:

- PREF: 8 months • VISITOR_INFO1_LIVE: 8 months • VISITOR_PRIVACY_METADATA: 7 months • YSC: duration of the session • YtldbMeta:databases: duration of the session • iU5q-!O9@\$: indefinite • yt-player-headers-readable: duration of the session • yt-remote-cast-available: indefinite • yt-remote-cast-installed: indefinite • yt-remote-connected-devices: duration of the session • yt-remote-device-id: duration of the session • yt-remote-fast-check-period: indefinite • yt-remote-session-app: indefinite • yt-remote-session-name: indefinite • ytldb::LAST_RESULT_ENTRY_KEY: duration of the session

Vimeo Video Vimeo LLC, United States, Trackers +1

Vimeo is a video content visualisation service provided by Vimeo, LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Vimeo, LLC (United States) – [Privacy Policy](#)

Trackers duration:

- Player: 1 year
- sync_active: duration of the session
- vuid: 2 years

YouTube video widget (Privacy Enhanced Mode) Google LLC +1, United States +1, Trackers +2

YouTube is a video content visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows this Website to incorporate content of this kind on its pages. This widget is set up in a way that ensures that YouTube won't store information and cookies about Users on this Website unless they play the video.

Personal Data processed:

- Trackers
- Universally unique identifier (UUID)
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)
- Google Ireland Limited (Ireland) – [Privacy Policy](#)

Trackers duration:

- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-available: indefinite
- yt-remote-cast-installed: indefinite

Measurement

This Website uses Trackers to measure traffic and analyse User behaviour to improve the Service.

Trackers managed by third parties

Google Analytics Advertising Reporting Features Google LLC, United States, Trackers +2

Google Analytics on this Website has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting [Google's Ads Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Trackers
- Unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- Various types of Data as specified in the privacy policy of the service

Service provided by:

- Google LLC (United States) – [Privacy Policy](#) – [Opt Out](#)

Trackers duration:

- IDE: 2 years
- _gcl_*: 3 months
- test_cookie: 15 minutes

Google Analytics Demographics and Interests reports Google LLC, United States, Trackers +1

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Website (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting [Google's Ads Settings](#).

Personal Data processed:

- Trackers
- Unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)

Service provided by:

- Google LLC (United States) – [Privacy Policy](#) – [Opt Out](#)

Trackers duration:

- IDE: 2 years
- _gcl_*: 3 months
- test_cookie: 15 minutes

Microsoft Clarity Microsoft Corporation, United States, Clicks +4

Microsoft Clarity is a session recording and heat mapping service provided by Microsoft Corporation. Microsoft processes or receives Personal Data via Microsoft Clarity, which in turn may be used for any purpose in accordance with the Microsoft Privacy Statement, including improving and providing Microsoft Advertising.

Personal Data processed:

- Clicks
- Interaction events
- Session duration
- Trackers
- Usage Data

Service provided by:

- Microsoft Corporation (United States) – [Privacy Policy](#)

Trackers duration:

- ANONCHK: 10 minutes
- CLID: 1 year
- MR: 7 days
- MUID: 1 year
- SM: duration of the session
- _clck: 1 year
- _clsk: 1 day
- _ctik: indefinite

WordPress Stats Automattic Inc. +1, United States +1, Trackers +1

WordPress Stats is an analytics service provided by Automattic Inc. or by Aut O'Mattic A8C Ireland Ltd., Depending on how the Owner manages the Data processing.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Automattic Inc. (United States) – [Privacy Policy](#)
- Aut O'Mattic A8C Ireland Ltd. (Ireland) – [Privacy Policy](#)

Trackers duration:

- tk_tc: duration of the session

Marketing

This Website uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ad Manager Google LLC, United States, Trackers +1

Google Ad Manager is an advertising service provided by Google LLC that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. This service uses the “DoubleClick” Cookie, which tracks use of this Website and User behaviour concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)

Trackers duration:

- Conversion: 3 months • DSID: 14 days • FCNEC: 1 year • FLC: 10 seconds • FPAU: 3 months • FPGCLAW: 3 months • FPGCLDC: 3 months • FPGCLGB: 3 months • GCL_AW_P: 3 months • GED_PLAYLIST_ACTIVITY: duration of the session • IDE: 2 years • NID: 6 months • RUL: 1 year • __gads: 2 years • __gpi: 2 years • __gpi_optout: 2 years • __gsas: 2 years • _gac_<wpid>: 3 months • _gac_gb_<wpid>: 3 months • _gcl_ag: 3 months • _gcl_au: 3 months • _gcl_aw: 3 months • _gcl_dc: 3 months • _gcl_gb: 3 months • _gcl_gf: 3 months • _gcl_gs: 3 months • _gcl_ha: 3 months • ar_debug: 3 months • id: 2 years • receive-cookie-deprecation: 6 months • test_cookie: 15 minutes

Google Analytics 4 Google LLC, United States +1, number of users +3

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Number of Users
- Session statistics
- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#) – [Opt out](#)
- Google Ireland Limited (Ireland) – [Privacy Policy](#) – [Opt out](#)

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Google Ad Manager Audience Extension Google LLC, United States, Trackers +1

Google Ad Manager Audience Extension is a remarketing and behavioural targeting service provided by Google LLC that tracks the visitors of this Website and allows selected advertising partners to display targeted ads across the web to them.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#) – [Opt Out](#)

Trackers duration:

- Conversion: 3 months • DSID: 14 days • FCNEC: 1 year • FLC: 10 seconds • FPAU: 3 months • FPGCLAW: 3 months • FPGCLDC: 3 months • FPGCLGB: 3 months • GCL_AW_P: 3 months • GED_PLAYLIST_ACTIVITY: duration of the session • IDE: 2 years • NID: 6 months • RUL: 1 year • __gads: 2 years • __gpi: 2 years • __gpi_optout: 2 years • __gsas: 2 years • _gac_<wpid>: 3 months • _gac_gb_<wpid>: 3 months • _gcl_ag: 3 months • _gcl_au: 3 months • _gcl_aw: 3 months • _gcl_dc: 3 months • _gcl_gb: 3 months • _gcl_gf: 3 months • _gcl_gs: 3 months • _gcl_ha: 3 months • ar_debug: 3 months • id: 2 years • receive-cookie-deprecation: 6 months • test_cookie: 15 minutes

Google Ads Conversion Tracking Google LLC +1, United States +1, Trackers +1

Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Google Ads advertising network with actions performed on this Website.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – [Privacy Policy](#)
- Google Ireland Limited (Ireland) – [Privacy Policy](#)

Trackers duration:

- IDE: 2 years
- test_cookie: 15 minutes

Salesforce Salesforce, Inc., United States, Trackers

Salesforce is an advertising service provided by Salesforce, Inc.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Salesforce, Inc. (United States) – [Privacy Policy](#) – [Opt Out](#)

How to manage preferences and provide or withdraw consent on this Website

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on this Website.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help this Website to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

This Website (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by this Website as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This cookie policy relates solely to this Website, if not stated otherwise within this document.

In case of issues

Contact Us

While we strive to create a positive user experience, we understand that issues may occasionally arise between us and our users. If this is the case, please feel free to [contact us](#).

Impact IT Solutions

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