

## Cookie Policy

Please read this cookie policy carefully as it contains important information on who we are and how we use cookies on our website. This policy should be read together with our [Privacy Policy](#) which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities if you have a complaint.

### Who we are

**Full name of legal entity:** Impact IT Solutions (UK) Ltd

**Email address:** GDPR@impactitsolutions.co.uk

**Postal address:** Impact IT Solutions (UK) Ltd, Unit 27B Osprey Court, Hawkfield Business Park, Hawkfield Way, Bristol, BS14 0BB

### Our website

Within our website we may link to other websites owned and operated by certain trusted third parties. These other third-party websites may also use cookies or similar technologies in accordance with their own separate policies. For privacy information relating to these other third-party websites, please consult their policies as appropriate.

### Cookies

A cookie is a small text file which is placed onto your device such as your computer, smartphone, or other electronic device when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions. For example, we may monitor how many times you visit the website, which pages you go to, traffic data, location data and the originating domain name of your internet service provider. This information helps us to build a profile of our users. Some of this data may be aggregated or statistical, which means that we will not be able to identify you individually.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or use a shopping cart
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily
- **Functionality cookies.** These are used to recognise you when you return to our website
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose
Cookie preference	CookieControl	This cookie is used to remember a user's choice about cookies on our website. Where users have previously indicated a preference, that user's preference will be stored in this cookie.
Universal Analytics (Google)	_ga _gali _gat _gid	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website and where visitors have come to the website from and the pages they visited.

Please note that the following third party plugins that we use may also use cookies, over which we have no control:

### Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g., how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymised user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of [Hotjar's support site](#).

### Who is Visiting

For purposes of marketing, optimisation products and services, we use Whois Data Ltd (<https://www.whoisvisiting.com>). Their registered address is Regents Pavilion, 4 Summerhouse Road, Northampton, NN3 6BJ. Whois Data Ltd determine details of your organisation, including contact number, web address, email, business description and where possible, the SIC Code. Whois Data Ltd show your journey while visiting this site, including all pages visited by you and how long you have spent on each page. The data used cannot identify an individual visitor's identity. As far as IP addresses are collected, they will be made anonymous immediately after collection. If you do not agree with this, you can object to the

collection, processing or storage of your IP address at any time with effect for the future by clicking on the link below:  
<https://app.whoisvisiting.com/opt-out>

#### **Consent to use cookies and changing settings**

We will ask for your permission to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested.

#### **How to turn off all cookies and consequences of doing so**

If you do not want to accept any cookies, you may be able to change your browser settings so that cookies (including those which are essential to the services requested) are not accepted. If you do this, please be aware that you may lose some of the functionality of our website. For further information about cookies and how to disable them please go to [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

#### **Changes to this cookie policy**

We keep our cookie policy under regular review. This version was last updated on 1<sup>st</sup> June 2021, it may change and if it does, these changes will be posted on this page.