

Cookie Policy for Unified IT

Last updated: 9/10/2024

At Unified IT, we are committed to protecting and respecting your privacy. This Cookie Policy explains what cookies are, how we use them on our website, and your choices regarding their use.

1. What Are Cookies?

Cookies are small text files that are stored on your device (computer, smartphone, tablet, etc.) when you visit a website. They are widely used to ensure websites work efficiently, provide insights into how the site is being used, and enhance the user experience. Cookies may store information about your browsing behaviour and preferences.

2. Types of Cookies We Use

Unified IT uses various types of cookies for different purposes:

a. Necessary Cookies

These cookies are essential for the basic functions of the website, such as security, load balancing, and managing network traffic. Without these, the website may not function properly.

- **Examples:** session cookies, authentication cookies.
- **Purpose:** To enable essential website features.

b. Preference Cookies

These cookies allow the website to remember choices you make, such as language preferences, your username, or the region you are in. This helps provide enhanced and personalised features.

- **Examples:** language selection, UI customisation.
- **Purpose:** To enhance your browsing experience.

c. Performance & Analytics Cookies

These cookies collect information about how visitors use the website, which pages are visited most often, and any error messages users receive. We use this data to improve website performance and user experience.

- **Examples:** Google Analytics cookies.
- **Purpose:** To analyse site usage and improve performance.

d. Marketing & Advertising Cookies

Marketing cookies track your browsing habits to show you relevant advertisements. These cookies allow third parties to tailor the ads you see based on your online activity.

- **Examples:** Facebook Pixel, Google Ads cookies.
- **Purpose:** To deliver targeted advertising and track the effectiveness of ad campaigns.

e. Third-Party Cookies

Some cookies may be set by third-party services that appear on our website. These third parties have their own cookie policies and may collect data when you interact with their services on our website.

- **Examples:** embedded content from social media platforms like Twitter, YouTube, or LinkedIn.

3. How We Use Cookies

At Unified IT, cookies are used for the following purposes:

- **To improve website functionality:** We use cookies to understand user behaviour and improve site navigation.
- **To personalise your experience:** Cookies help us remember your preferences and settings.
- **To analyse website traffic and usage:** Cookies help us gather data about how visitors interact with our site, which helps us make improvements.
- **To provide targeted marketing and advertising:** We use cookies to deliver personalised ads and promotions.

4. Your Cookie Choices

You have the right to decide whether to accept or reject cookies. Most web browsers allow you to control cookies through their settings. You can choose to block or delete cookies, but please note that some website features may not work correctly without cookies.

- **Browser Settings:** You can manage your cookie preferences via your browser settings. Instructions for managing cookies in popular browsers can be found below:
 - Google Chrome:
<https://support.google.com/chrome/answer/95647?hl=en&co=GENIE.Platform%3DDesktop>
 - Mozilla Firefox:
<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>
 - Microsoft Edge:
<https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>
 - Safari:
<https://support.apple.com/en-us/105082>
- **Opt-Out of Targeted Advertising:** You can also opt-out of personalised advertising by visiting:
 - Google Ads Settings:
<https://myadcenter.google.com/u/0/home?sasb=true&ref=ad-settings>
 - Facebook Ads Preferences:

<https://www.facebook.com/help/247395082112892>

- Network Advertising Initiative Opt-Out:

<https://optout.networkadvertising.org/?c=1>

5. Cookie Consent

When you visit Unified IT for the first time, you will see a cookie consent banner. You have the option to accept or decline cookies. By continuing to browse our website without adjusting your cookie settings, you consent to our use of cookies as outlined in this policy.

6. Third-Party Cookies & Embedded Content

Some of the content on our site may come from third-party websites, like social media platforms or video-sharing services. These third-party sites may use their own cookies, which we have no control over. Please refer to their privacy policies for more information on how they use cookies.

7. Cookie Retention Periods

Cookies may remain on your device for different periods of time:

- **Session Cookies:** These are temporary cookies that expire when you close your browser.
- **Persistent Cookies:** These cookies remain on your device until they expire or are manually deleted.

We will only retain cookies for as long as is necessary for their intended purposes.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in legislation, technology, or our website's functionality. When we make changes, we will revise the "Last updated" date at the top of this page. Please revisit this page periodically to stay informed about how we use cookies.

9. Contact Us

If you have any questions or concerns regarding our Cookie Policy, please contact us at:

Unified IT

Email: info@unifiedit.co.uk

Address: 175 How Street, London, E17 3AP