

## Taxbriefs' Cookies Policy

A cookie is a simple text file that is stored on your computer or mobile device by a website's server and only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember things like your preferences or what's in your shopping basket.

We will only read or write cookies for the preference level set, cookies set prior to you changing your settings will still be on your computer and you can remove them using your [browser settings](http://www.allaboutcookies.org/manage-cookies/). (hyperlink <http://www.allaboutcookies.org/manage-cookies/>)

We use a cookie to remember your cookie preferences this has a couple of consequences

- If you delete all your cookies you will have to update your preferences with us again.
- If you use a different device, computer profile or browser you will have to tell us your preferences again.

The cookies used on this website are based on the International Chamber of Commerce guide for cookie categories:

- Strictly necessary
- Performance
- Functionality
- Targeting

For more information about cookies see the further reading below.

### Strictly Necessary

'Strictly Necessary' cookies let you move around the website and use essential features like secure areas, shopping baskets and online billing. **These cookies don't gather any information about you that could be used for marketing or remembering where you've been on the internet.**

**We use these Strictly Necessary cookies to...**

- Remember things like information you've entered on order forms when you navigate to different pages in a single web browser session
- Remember the goods and services you ordered when you get to the checkout page
- Identify you as being logged in to the website
- Make sure you connect to the right service on our website when we make any changes to the way the website works

**Cookies we have defined as 'Strictly Necessary' cookies will NOT be used to...**

- Gather information that could be used to advertise products or services to you
- Remember your preferences or username beyond your current visit

**Accepting these cookies is a condition of using the website, so if you prevent these cookies we can't guarantee your security or predict how our website will perform during your visit.**

### Performance

'Performance' cookies collect information about how you use our website e.g. which pages you visit, and if you experience any errors. These cookies don't collect any information that could identify you – all the information collected is anonymous and is only used to help us improve how our website works, understand what interests our users and measure how effective our advertising is.

#### **We use performance cookies to...**

- Provide statistics on how our website is used
- See how effective our adverts are (we don't use this information to target adverts to you when you visit other websites)
- Provide feedback to partners that one of our visitors also visited their website. This can include details of any products bought. This lets our partners improve their website, but we don't allow our partners to reuse this information for further advertising
- Help us improve the website by measuring any errors that occur
- Test different designs of our website

#### **Cookies we have defined as 'Performance' cookies will NOT be used to...**

- Gather information that could be used to advertise products or services to you on other websites
- Remember your preferences or username beyond your current visit
- Target adverts to you on any other website

In some cases, some of these cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed above.

**Using our site indicates that you accept the use of 'Performance' cookies.**

**Accepting these cookies is a condition of using the website, so if you prevent them we cannot guarantee how our site will perform for you.**

#### **Functionality**

'Functionality' cookies are used to provide services or to remember settings to improve your visit.

#### **We use 'Functionality' cookies to...**

- Remember settings you've applied such as layout, text size, preferences and colours
- Remember if we've already asked you if you want to fill in a survey
- Provide proactive live chat sessions to offer you support
- Show you when you're logged in to the website
- Share information with partners to provide a service on our website. The information shared is only to be used to provide the service, product or function and not for any other purpose
- Remember results of tests performed to make the website more relevant to you

### **Cookies defined as 'Functionality' will not be used to...**

- Target you with adverts on other websites

Some of these cookies are managed for us by third parties – where this is the case we don't allow the third party to use the cookies for any purpose other than those listed above.

**You can control whether or not these cookies are used, but preventing them may mean we can't offer you some services, and will reduce the support we can offer you.** It's also possible that preventing these cookie stops us remembering that you didn't want a specific service.

### **Targeting**

'Targeting' cookies are linked to services provided by third parties, such as 'Like' buttons and 'Share' buttons. The third party provides these services in return for recognising that you have visited our website.

### **We use 'Targeting' cookies to...**

- Link to social networks like Facebook, who may subsequently use information about your visit to target advertising to you on other websites
- Provide advertising agencies with information on your visit so that they can present you with adverts that you may be interested in

**You can control whether or not these cookies are used, but preventing them may stop us from offering you some services.** All of these cookies are managed by third parties, and you may alternatively use the third parties' own tools to prevent these cookies.

### **Further reading**

#### **Information about cookies**

Useful information about cookies can be found at:

<http://www.allaboutcookies.org>

#### **Internet Advertising Bureau**

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at:

<http://www.youronlinechoices.eu>

#### **International Chamber of Commerce United Kingdom**

Information on the ICC (UK) UK cookie guide can be found on the ICC website section:

<http://www.international-chamber.co.uk/our-expertise/digitaleconomy>