



## **Cookie policy for MOO CREATIVE SERVICES LTD**

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 website [www.moo-creative.com](http://www.moo-creative.com) 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**

This website is operated by Moo Creative Services Ltd. We are a company which creates clear, engaging and effective communication solutions for marketing clients to include website and digital design and brand identity, for more information see our website at [www.moo-creative.com](http://www.moo-creative.com).

### **Our website**

This cookie policy only relates to your use of our website, at [www.moo-creative.com](http://www.moo-creative.com).

Throughout our website we may link to other websites owned and operated by certain trusted third parties to these include links to facebook, linkedin, twitter and Instagram. 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 which should be located on their own websites.

### **Cookies**

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies and other similar tracking technologies 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 a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the websites below tell you how to remove cookies from your browser. However, some of our website features may not function as a result.

### **Analytics and third-party tools**

When visiting our website, statistical analyses may be made of your surfing behaviour. This happens primarily using cookies and analytics. The analysis of your surfing behaviour is usually anonymous, i.e. we will not be able to identify you from this data. You can object to this analysis or prevent it by not using certain tools. Detailed information can be found in the following privacy policy.

You can object to this analysis. We will inform you below about how to exercise your options in this regard.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

### **Our use of cookies**

- (1) We use cookies and other similar tracking technologies on this website to:
  - recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);
  - obtain information about your preferences and use of our website;
  - carry out research and statistical analysis to help improve our content, products and services and to help us better understand our users' requirements; and
  - target our marketing and advertising campaigns and those of our partners more effectively by providing interest-based advertisements that are personalised to your interests; and
  - make your online experience more efficient and enjoyable.
  
- (2) For further information on cookies generally visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

### Types of cookies

- (3) The cookies we place on your device fall into the following categories:
  - Session cookies**—these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards
  - Persistent cookies**—these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache

**Strictly necessary cookies**—these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, the services you have asked for could not be provided

**Performance cookies**—these cookies collect information about how you use our website, eg which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous, and is only used to improve how our website works

**Functionality cookies**—these cookies allow our website to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites

**Targeting cookies**—also known as advertising cookies, these cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our website and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers.

The cookies we use

(4) Some of our web pages use cookies. Cookies do not harm your computer and do not contain any viruses. Cookies help make our website more user-friendly, efficient, and secure. Cookies are small text files that are stored on your computer and saved by your browser.

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

We will ask for your permission (**Consent**) 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.

You can withdraw any consent to the use of cookies or manage any other cookie preferences by clicking on the *pop up* bar at the bottom of any page on our site and following the instructions. It may be necessary to refresh the page for the updated settings to take effect.

There is a notice on our home page which describes how we use cookies and requests your consent to place cookies on your device.

### **Our use of cookies**

The table below provides more information about the cookies we use and why:

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
'Universal Analytics (Google)'	_ga, _gat, _gid	This is a web analytics service provided by Google Inc which uses cookies to show us how visitors found and explored our site, and how we can enhance their experience. It provides us with information about the behaviour of our visitors (eg how long they stayed on the site, the average number of pages viewed) and also tells us how many visitors we have had	No, will therefore request your consent before placing this cookie

## **Analytics and advertising**

### **Google Analytics**

This website uses Google Analytics, a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behaviour to optimize both its website and its advertising.

### **IP anonymization**

We have activated the IP anonymization feature on this website. Your IP address will be shortened by Google within the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in exceptional cases is the full IP address sent to a Google server in the US and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity, and to provide other services regarding website activity and Internet usage for the website

operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

### **Outsourced data processing**

We have entered into an agreement with Google for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

### **Demographic data collection by Google Analytics**

This website uses Google Analytics' demographic features. This allows reports to be generated containing statements about the age, gender, and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This collected data cannot be attributed to any specific individual person. You can disable this feature at any time by adjusting the ads settings in your Google account or you can forbid the collection of your data by Google Analytics as described in the section "Refusal of data collection".

### **Google AdWords and Google Conversion Tracking**

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that your internet browser stores on your computer. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page.

Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to personally identify users. If you do not want to participate in tracking, you can opt-out of this by easily disabling the Google Conversion Tracking cookie by changing your browser settings. In doing so, you will not be included in the conversion tracking statistics.

Conversion cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analysing user behaviour to optimize both its website and its advertising.

For more information about Google AdWords and Google Conversion Tracking, see the Google Privacy Policy: <https://www.google.de/policies/privacy/>.

*You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.*

## **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 the [guidance on cookies](#) published by the UK Information Commissioner's Office, [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **How to contact us**

Please contact our Data Protection Officer/Data Privacy Manager - Steve Mootosamy ([steve@moo-creative.com](mailto:steve@moo-creative.com) or 020 8090 4382) if you have any questions about this cookie policy or the information we hold about you.

## **Do you need extra help?**

If you would like this notice in another format (for example: audio, large print, braille) please contact us (see 'How to contact us' above).

## **Changes to this policy**

This policy was published on 16<sup>th</sup> January 2020 and last updated in 16<sup>th</sup> January 2020.

We may change this policy from time to time, when we do we will inform you via our website.