Cookies Policy

This Cookies Policy sets out the basis on which we, Alchemy Global use cookies and similar technologies on or in relation to our website, www.alchemyglobal.co.uk (our **website**). This Cookies Policy is effective from 25th May 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled About cookies.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled How to accept or reject cookies.

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About cookies

What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First and third party cookies
Cookies can be classified as 'first party' or 'third party'.

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit www.allaboutcookies.org

Types of cookies used

We use the following cookies on or in relation to our website:

Category: Necessary (3)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
__cfduid	alchemyglobal.co.uk	HTTP	1 year

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Initiator: Webserver
Source: alchemyglobal.co.uk

Data is sent to: United States (adequate)

__cfduid	zopim.com	HTTP	1 year

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Initiator: Script tag, page source line number 10
Source: https://v2.zopim.com/?2mAMCjO2h9XIkVbwgikRaIK0JpXH27CT

Data is sent to: United States (adequate)

CookieConsent	alchemyglobal.co.uk	HTTP	1 year

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Stores the user's cookie consent state for the current domain

Initiator: Script tag
Source: notinstalled

Data is sent to: Ireland (adequate)

Category: Preferences (1)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
lang	ads.linkedin.com	HTTP	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Remembers the user's selected language version of a website

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: Ireland (adequate)

Category: Statistics (4)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

COOKIE NAME	PROVIDER	TYPE	EXPIRY

_ga	alchemyglobal.co.uk	HTTP	2 years

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

_gat	alchemyglobal.co.uk	HTTP	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by Google Analytics to throttle request rate

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

_gid	alchemyglobal.co.uk	HTTP	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

AWSALB	zopim.com	HTTP	6 days

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Unclassified

Initiator: Script tag, page source line number 10
Source: https://v2.zopim.com/?2mAMCjO2h9XIkVbwgikRaIK0JpXH27CT

Data is sent to: Ireland (adequate)

Category: Marketing (8)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
__zlcmid	alchemyglobal.co.uk	HTTP	1 year

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Preserves users states across page requests.

Initiator: Script tag, page source line number 10
Source: https://v2.zopim.com/?2mAMCjO2h9XIkVbwgikRaIK0JpXH27CT

Data is sent to: United States (adequate)

COOKIE NAME	PROVIDER	TYPE	EXPIRY
ads/ga-audiences	google.com	Pixel	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.

Initiator: Script tag, page source line number 5
Source: https://www.google.co.uk/ads/ga-audiences?v=1&aip=1&t=sr&_r=4&tid=UA-60177336-1&cid=561380368.1527275006&jid=1021730988&_v=j68&z=230221228&slf_rd=1&random=4244896232
via https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

COOKIE NAME	PROVIDER	TYPE	EXPIRY
bcookie	linkedin.com	HTTP	2 years

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by the social networking service, LinkedIn, for tracking the use of embedded services.

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

COOKIE NAME	PROVIDER	TYPE	EXPIRY
BizoID	ads.linkedin.com	HTTP	179 days

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Unclassified

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: Ireland (adequate)

bscookie	linkedin.com	HTTP	2 years

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by the social networking service, LinkedIn, for tracking the use of embedded services.

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

lidc	linkedin.com	HTTP	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Used by the social networking service, LinkedIn, for tracking the use of embedded services.

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: United States (adequate)

UserMatchHistory	ads.linkedin.com	HTTP	179 days

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Unclassified

Initiator: Script tag, page source line number 5
Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD

Data is sent to: Ireland (adequate)

zte#	alchemyglobal.co.uk	HTTP	Session

First found URL: https://www.alchemyglobal.co.uk/

Cookie purpose description: Saves a Zopim Live Chat ID that recognises a device between visits during a chat session.

Initiator: Script tag, page source line number 10
Source: https://v2.zopim.com/?2mAMCjO2h9XIkVbwgikRaIK0JpXH27CT

Data is sent to: United States (adequate)

Category: Unclassified (3)

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
gwcc	alchemyglobal.co.uk	HTTP	3 months
First found URL: https://www.alchemyglobal.co.uk/			
Cookie purpose description: Unclassified			
Initiator: Script tag, page source line number 5 Source: https://www.googletagmanager.com/gtm.js?id=GTM-TGVPFZD			
Data is sent to: United States (adequate)			
qtrans_front_language	alchemyglobal.co.uk	HTTP	1 year
First found URL: https://www.alchemyglobal.co.uk/			
Cookie purpose description: Unclassified			
Initiator: Webserver Source: alchemyglobal.co.uk			
Data is sent to: United States (adequate)			
time	alchemyglobal.co.uk	HTTP	Session
First found URL: https://www.alchemyglobal.co.uk/			
Cookie purpose description: Unclassified			
Initiator: Page source line number 96-121 Source: Inline script			
Data is sent to: United States (adequate)			

Essential cookies

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested. We use the following essential cookies on our website:

- first party session cookies to remember your input when you fill in an online form over several pages on our website.
- [first party session cookies to identify and authenticate you when you log into our website so you do not need to repeatedly enter your login information.

- first party session **OR** persistent security cookies used for detecting repeated failed login attempts.
- first party [session **OR** persistent] security cookies used to prevent abuse of the login system on our website.
- first party **OR** third-party session multimedia player cookies to play [audio **AND/OR** video] content on our website.
- first party **OR** third party session **OR** persistent cookies to recognise whether you have accepted the use of cookies on our website.
- first party **OR** third party session **OR** persistent cookies to remember the language in which to display our website to you.
- first party **OR** third party session **OR** persistent include *the details of any additional purposes for which you use essential cookies on your website.* [**Legal basis for processing:** we process information about you contained in or obtained from essential cookies in our legitimate interests Article 6(1)(f) of the General Data Protection Regulation).
  Legitimate interests: ensuring our site functions properly and providing you with online services you have requested.]

How to opt out of essential cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled How to accept or reject cookies

Non-essential cookies

We use the following types of non-essential cookies on our website:

- **Functional cookies**
- **Analytical (or performance) cookies**
- **Targeting (or advertising) cookies**

Functional cookies
These are cookies that are designed for purposes such as enhancing a website's functionality. These are either not strictly essential for the website or functionality which you have requested to work, or are cookies which serve non-essential purposes in addition to their essential purpose. We use the following functional cookies on our website:

- first party **OR** third party session **OR** persistent cookies to recognise you when you use our live chat service.
- first party **OR** third party session **OR** persistent cookies to improve our website's appearance our website and personalise it for you,

How to opt in or out from functional cookies

See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from functional cookies

Legal basis for processing: we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device.

Legitimate interests: improving your website experience and providing [or enhancing] the website functionality you have requested [and] [*insert any additional purposes for which you use functional cookies or the information you gain from functional cookies e.g. analysing information about users of your website live chat service*.

For further information on how we use the information gathered from our use of functional cookies, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

Analytical (or performance) cookies

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

-   third party session cookies to analyse users' access to and use of our website and its features.

    We use Google Analytics cookies on our website. Google Analytics cookies help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on, your location (based on your IP address)

    The Google Analytics cookies used on our website are session **AND** persistent cookies.

    The information we collect using analytical cookies is collected on an anonymised basis.

More information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: https://support.google.com/analytics/answer/6004245

For information on how Google uses data from cookies it uses, please visit www.google.com/policies/privacy/partners/

How to opt in or out from analytical cookies

See the section below entitled How to accept or reject cookies

To opt out of Google Analytics tracking across all websites in general, you can do so here: http://tools.google.com/dlpage/gaoptout

Processing information about you contained in or obtained from analytical cookies

Legal basis for processing: we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interests**: analysing how individuals use our website to help us improve our website and business. For further information on how we use the information gathered from our use of analytical cookies, including profiling, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

Targeting (or advertising) cookies

Targeting (or advertising) cookies record information about your visit to and use of our website, for advertising purposes. For information on third party targeting or advertising cookies we use on our website, please see the section below entitled Third party cookies.

- first party session **OR** persistent cookies to display advertisements to you based on your interests and to measure their effectiveness.
- first party session **OR** persistent cookies to remarket advertisements to you on other websites you visit.

How to opt in or out from advertising cookies

See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from advertising cookies

Legal basis for processing: we process information about you contained in or obtained from advertising cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation)

Legal basis for processing: consent (Article 6(1)(a) of the General Data Protection Regulation). **Consent**: you give your consent to the purposes for which we process your information using advertising cookies by*. by clicking I accept the purposes for which you use advertising cookies in our cookie tool.* For further information on how we use the information gathered from our use of advertising cookies, including automated decision making and profiling please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

Third party cookies

Third parties use cookies to analyse your use of our website and/or to display advertisements (including third party advertisements to you and *advertisement conversion tracking such as Google AdWords*. Third party cookies used in relation to our website include:

- Third party **OR** Google AdWords cookies to track whether you have come to us via an advertisement we have placed on [a search engine results page] **AND** elsewhere across the internet, such as another website and to record information relating to how you came to us such as your location when you accessed our website, the time of day you visited and the device you were using and *by AdWords tracking or conversion cookies*. Google may use different cookies to track how you came to our website depending on what advertisement you clicked on and where.

- Third party **OR** Google remarketing cookies to display advertisements to you about our goods and services across the internet, including on other websites you visit. Google uses cookies to display advertisements to you about our products and services on other websites and locations across the internet based on the fact that you have visited our website. Google may also display other advertisements across the internet to you about third party services using the Google AdSense network, although this is beyond our control. For more information about Google remarketing, click here: https://support.google.com/adwords/answer/2453998?hl=en]

- Third party **OR** Google cookies to display advertisements on our website. We use Google AdSense on our website. Google uses cookies to display advertisements to you on our website about third party goods and services based on the websites you have visited and your online behaviour and interests. For more information about Google AdSense, click here: https://support.google.com/adsense/answer/6242051?hl=en

More information

For information about the cookies Google uses in relation to the above, see the 'Advertising' section on the Types of cookies used by Google page in Google's cookies policy, which is available here: https://www.google.com/policies/technologies/types/

For information about how Google uses data from cookies for its own purposes, please visit the following link www.google.com/policies/privacy/partners/

How to opt in or out from third party cookies

See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from third party cookies

Legal basis for processing: we process information about you contained in or obtained from third party cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interests**: the purposes for which we use the third party cookies as described above [and] [*insert any relevant additional details*]. For further information on how we use the information gathered from our use of third party cookies, including automated decision making and profiling, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

AND

Legal basis for processing: consent (Article 6(1)(a) of the General Data Protection Regulation).

Consent: you give your consent to the purposes for which we process your information using third party cookies b*y clicking I accept the purposes for which you use advertising cookies in our cookie tool.* For further information on how we use the information gathered from our use of third party cookies, including automated decision making and profiling please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

Other technologies

Web beacons

We and any marketing companies we use also embed web beacons in our marketing emails and on our website]. Web beacons are small GIF image files which enable us to track your receipt of our marketing emails, how often you view our adverts or website pages, your location, IP address and browser information. Web beacons are activated whenever you open a marketing email or access a page on our website which contains a web beacon. Web beacons transmit data when you view them but are not capable of accessing any other information on your computer. Web beacons are not stored on your hard drive unless you download a GIF image containing them.

Some (but not all) browsers enable you to restrict the use of web beacons by either preventing them from sending information back to their source (for example, when you choose browser settings that block cookies and trackers), or by not accessing the images containing them (for example, if you select a 'do not display images (in emails)' setting in your email server).

How to opt in or out

See the section below entitled How to accept or reject cookies

Legal basis for processing: we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate interest: analysing the effectiveness of our email marketing campaigns and/or [insert purpose of use of web beacons if you use them on your website in addition to email marketing]]. [For further information on how we use the information gathered from our use of web beacons[, including [automated decision making] and [profiling]] please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: https://www.alchemyglobal.co.uk/privacy-policy.pdf

How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below:

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org

Accepting or rejecting cookies

Cookie control tool

You can accept or reject non-essential cookies by using our cookie management tool https://www.civicuk.com/cookie-control which has a tick box option to accept or reject various types of cookie use

Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: https://support.google.com/chrome/answer/95647?hl=en-GB
- Mozilla Firefox: https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History
- Microsoft Internet Explorer: https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer
- Apple Safari: https://support.apple.com/kb/PH5042?locale=en_US

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third party applications which you can add to your browser to block or manage cookies.

Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

Google Adsettings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here https://adssettings.google.com/ and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here: https://support.google.com/ads/answer/7395996

Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: http://tools.google.com/dlpage/gaoptout

Web beacons

You can opt in to us using web beacons in our marketing emails by: using the opt in box on our website

You can opt out of our use of web beacons in our marketing emails by: *unsubscribing on the bottom of marketing emails*

Disconnect for Facebook

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the too here:

- For Chrome: https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nnkndeagapifodhlebifbgbonbfmlnfm?hl=en
- For Firefox: https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/

<u>European Interactive Digital Advertising Alliance Tool</u>

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting http://www.youronlinechoices.com selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

Copyright, credit and logo

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit https://gdprprivacypolicy.org

The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved. Where we display the GDPR Privacy Policy logo on our website, this is used to indicate that we have adopted a privacy policy template provided by GDPR Privacy Policy as the basis for this Privacy Policy.