Cookie Policy

What are cookies:

We and our business partners collect information about your use of our website through cookies. Cookies are information files stored on your computer, tablet or smartphone that help websites remember who you are and information about your visit. Cookies can help to display the information on a website in a way that matches your interests. Most major websites use cookies.

What cookies are used on this Website:

The cookies we and our business partners use on this website are broadly grouped into the following categories:

Essential – Some of the cookies on our website are essential for us to be able to provide you with a service you have requested. An example of this would be a cookie used to enable you to log into your account on the website or which allows communication between your browser and the website. Our cookie preference cookie described in the section "How can I reject or opt out of receiving cookies?" is also an essential cookie. You may not be able to use our website without these cookies.

Analytics – We use analytics cookies to helps us understand how users engage with our website. An example is counting the number of different people coming to our website or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited the website once each week for three weeks we would count you as three separate users. We would find it difficult to analyse how well our website was performing and improve it without these cookies.

Social Sharing – We use cookies to allow you to share content directly on the social networking/sharing sites like Facebook, Twitter or Google+. Examples would be if you wanted to "like" or "tweet" about a business or product advertised on our website. Interest-Based Advertising – You will have noticed that when you visit websites you will be shown adverts for products and services you may wish to buy. The money made by website owners for showing third party adverts on their websites often pays for the cost of running the website and therefore usually allows you to use the website without having to pay a registration or usage fee. We, like many businesses may place adverts for ourselves on a range of associated websites. However, to try and ensure that the adverts you see are relevant to you we use cookies to collect information about the types of things that interest you, for example websites you visit and the geography that you are based in. Having these cookies does not increase the number of adverts you will be shown, but simply makes the adverts you see more relevant.

How can I reject or opt out of receiving cookies?

When you first visited this website you will have been shown a message bar drawing your attention to the fact that this website uses cookies and inviting you to review this cookie policy to help manage your cookie preferences. If you do not manage your preferences despite this prompt a cookie preference cookie will be dropped confirming that you consent to us using the cookies detailed in this cookie policy, this cookie preference cookie will last for no more than 5 years. Please note that we can't always control third party cookies stored on your machine from our website and where this is the case you will need to visit the relevant third party's website directly to manage cookies stored on your machine by them. Please see our "Third

Party Cookies" section below.

If you want to reject cookies we use from this website you will need to:

a. delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies being stored on your machine in the future. For more information on how to delete or disable cookies from your browser please use the "help" function within your browser or alternatively visit www.allaboutcookies.org. By deleting our cookie preference cookie the next time you visit this website the cookie message bar will appear again inviting you to again reconsider your preferences; and/or

b. if you only want to reject some or all of the third party cookies you will need to visit the relevant third party's website directly to manage cookies stored on your machine by them. Please see our "Third Party Cookies" section on the next page.

Please be aware that disabling cookies may impact the functionality of this website.

Cookie Policy

How we collect information about you

a) About You: When you sign up for or use the website or Service, consult with our customer service team, send us an email, post on our blog, or communicate with us in any way, you are voluntarily giving us information that we collect.

That information may include either your or your Contacts name, physical address, email address, IP address, phone number, as well as details including occupation, location, history, and other demographic information. By giving us this information, you agree to this information being collected, used, disclosed, transferred within the United Kingdom (to our Data Processors and data storage centres in England) and stored by us, as described in our Terms and Conditions of Use, Cookie Policy and in this Privacy Policy.

b) Automatically: When you browse our website or use or Service, we may collect information about your visit to our website, your usage of the Service, and your web browsing. That information may include your IP address, your operating system, your browser ID, your browsing activity, and other information about how you interacted with our website or Service. We may collect this information as a part of log files as well as through the use of cookies or other tracking technologies. Our use of cookies and other tracking technologies is discussed more below, and in more detail in our Cookie Policy below.

To ensure our prospects and clients receive the most relevant communications, we use some automated processes to send you communications. These processes (such as lead scoring and marketing based on behaviour), might indicate what the contents of a marketing email may be, or indicate to us when the best time to contact you might be.

c) IP address lookup: we use third parties to provide information about visitors to our websites. When you visit our website we will record your IP address. This address will be matched against public and proprietary IP address databases to provide us with information about your visit. This information may identify the organisation to whom the IP address is registered but not individuals. In some limited cases i.e. single person companies, it may be possible to identify personal data from publicly available ICANN data.

Third party cookies:

Some of the cookies described in the "What Cookies are used on this Website" section above are stored on your machine by third parties when you use our website. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. For more information on these cookies and how to disable them, please see:

a. Internet Advertising Bureau website at http://www.youronlinechoices.com/ where you will be able to opt-out of receiving Interest-

Based Advertising cookies from some of the third parties listed below; and/or

b. the third party's individual privacy policy listed below:

Third Party	Type of cookies and more information
Adobe / Omniture	**Analytics** - Omniture provide anonymised data about the visits made to our website and allows us to test and evaluate the best ways to present our website to our users. More info: http://www.omniture.com/en/privacy/product
Google	**Analytics** - Google provides anonymised data about the visits made to our website. Social Sharing - Google also store cookies which allow the "Google +" social sharing functionality. More info: http://www.google.com/policies/privacy/
AddThis	**Analytics** - AddThis provides anonymised data about how many users are sharing content on our website. **Social Sharing** - AddThis store cookies which allow the social sharing functionality on social networks such as Facebook. **Interest-Based Advertising** - AddThis tools may also collect data for the purpose of interest-based advertising. More info: http://www.addthis.com/privacy/privacy-policy
Facebook	**Social Sharing** - Facebook store cookies which allow the Facebook "Like" social sharing functionality but only if you click on the Facebook "Like" button on our website or log in to Yell using your Facebook account. More info: http://www.facebook.com/about/privacy/
Twitter	**Social Sharing** - Twitter also store cookies which allow their social sharing functionality including the "Tweet" function and to generate usage information during your visit to our website More info: http://twitter.com/privacy
eBay / Doubleclick	**Interest-Based Advertising** - Bay may have cookies dropped on their behalf in order to collect data for the purpose of interest-based advertising. More info: http://pages.ebay.com/help/policies/privacy-policy.html
AOL	**Interest-Based Advertising** - AOL cookies may also collect data for the purpose of interest-based advertising. More info: http://help.aol.co.uk/help_uk/documentLink.do?cmd=displayKC&docType=kc&externalId=26303
iPromote	**Interest-Based Advertising** - iPromote cookies also collect data for the purpose of interest-based advertising. More info: http://www.ipromote.com/privacy-policy/
GatorLeads	**Analytics -** GatorLeads is a tool that identifies the business or organisation that website visitors belong to, based on a reverse IP Lookup. GatorLeads also uses cookies to process this identification, and personal information about individual users is stored. Cookies used by GatorLeads store information about your current web browsing session (pages viewed, time on site etc) and the dates and times of previous website visits. This information is used by us to profile website visitors, in order to better understand the way in which our website content is viewed by different segments. It is also used, for example, to identify the types of organisations that might be interested in purchasing services from us.
Email Marketing Post-Click Tracking	**Analytics -** These cookies are used to report on the pages that have been viewed by visitors to the site who have followed links from our email marketing campaigns. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest. For more information about our use of cookies and other tracking technologies, as well as how to opt out of the use of cookies, please refer to our Cookie Policy below.

If you want to know more about how cookies work and how to manage or delete them, visit the World Wide Web Consortium's website

at http://www.w3.org/Security/Faq/wwwsf2.html#CLT-Q10.

The company also uses business intelligence tools to monitor your use of the site. This tool is called Gator Leads and enables us to provide you with the most relevant information about our products and services. This software enables us to understand your company's requirements and deliver a better sales experience. The software integrates into our Marketing Automation suite called CommuniGator which we use to send marketing communications to our customers, prospects and suppliers. These are the specific cookies used:

Cookie Name	Lifespan	Description	Type of Cookie	Intrusiveness / Justification
wow.session	Session	IIS Session Code	Essential	**ZERO // Standard session cookie served by the web server.**
wow.snonymousid	2 year	Anonymous Visitor ID	Analytics	**LOW // Does not store user data, only stores active menu node over post-back**
wow.schedule	Session	Load Balance Session Queue	Essential	**ZERO // Standard session cookie served by the web server.**
wow.utmvalues	Session	Stores the UTM values for the session	Analytics	**LOW // Does not store user data, only stores active menu node over post-back**
wow.trackingdata	Session	Encrypted identifier for the session	Marketing	**MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contacts visiting website**
wow.data	2 year	Encrypted email identification	Analytics	**MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contacts visiting website**
ASPXAUTH	Session	Product Authentication into CommuniGator	Essential	**ZERO // Authentication cookie served by the CommuniGator product**
ASP.NET_SessionId	Session	IIS Session cookie	Essential	**ZERO // Standard session cookie served by the web server.**

We may update this policy from time to time so you may want to check it each time you visit our website. We last changed this policy on 8th November 2019.