

May 2018



# **JACKSON-HOUSE.COM COOKIES POLICY**



Effective Date: [25 May 2018]

## 1. How we use cookies and similar technologies

*www.jackson-house.com* uses cookies and similar technologies including web beacons, embedded scripts and e-tags (together referred to as “**cookies**”, unless otherwise stated) to provide users an efficient experience in using the website.

A cookie is a small data file that is placed on your computer or mobile device by your web browser. It is a tool that stores information about website visits, recognizes you and your preferences each time you visit our website, and ensures website functionality and enables us to provide the service which our customers request.

A cookie file can contain information such as a user ID that the site uses to track the pages you have visited, but the only personal data a cookie can contain is information you supply yourself. A cookie cannot read data off your hard disk or read cookie files created by other sites. Some parts of our website use cookies to track user traffic patterns. *www.jackson-house.com* does this in order to determine the usefulness of our website information to our users and to see how effective our navigational structure is in helping users reach that information. *www.jackson-house.com* does not connect this information with data about individual users, nor does it share this information or sell it to any third party.

By using our website you accept our use of these cookies. If your browser settings are set up as ‘Do Not Track’, we will not use cookies and tracking technologies.

Here are some additional things you should know about our use of cookies:

- you may encounter cookies from our third party service providers, that we have allowed on our website that assist us with various aspects of our website operations and services.
- you also may encounter cookies from third parties on certain pages of the websites that we do not control and have not authorized. For example, if you view a web page posted as a link from our website, there may be a cookie placed by that web page.

We may use cookies for a variety of purposes and to enhance your online experience, for example, by remembering your log-in status and viewing preferences from a previous use of our Website, for when you later return to the Website.

We use various types of cookies, including session cookies, persistent cookies, local shared objects, pixels, gifs and other tracking technologies, such as third party tags, session and persistent technologies, first and third-party cookies. Cookies can be persistent by remaining on your computer until you delete them or be based on your browsing session where they delete once you close your browser. First party cookies are used and controlled by us to provide services on the website.

## 2. What cookies do we use?

*www.jackson-house.com* uses cookies for a variety of reasons, including providing you the service you have requested, to enhance the performance of and analyze how our website is used.

Our use of cookies falls into four categories:



- **Strictly necessary cookies:** these are essential in order to enable you to move around the website and use its features. Without these cookies, the services you have asked for cannot be provided.
- **Performance cookies:** also known as “analytical” cookies. These cookies allow us to recognize and count the number of visitors and to see how visitors move around the sites when they are using them. For example, they allow us to understand which pages are visited most often, and if they get error messages from web pages. All information collected by these cookies is aggregated and therefore anonymous.
- **Functionality cookies:** these cookies are necessary for our website to operate and allow us to remember what choices you make and provide enhanced, more personal features. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
- **Advertising and marketing cookies:** these cookies are used to send you advertising and marketing-related material tailored to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaigns. 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 organizations such as advertisers.

We may change our use of cookies over time, but our use of cookies will generally fall into the above categories. Please visit this page regularly so that you are aware of any changes.

### 3. Google Analytics

This Website uses Google Analytics to collect information about how users use the Website. The information generated by the cookie about your use of the Website will be transmitted to and stored by Google on servers in the United States. In case IP-anonymization is activated on this Website, your IP address will be partially used within the European Union or just in the European Economic Area if it is used by other parties. Only in exceptional cases will the full IP address be transferred to a Google server in the United States, and then shortened so it is only partially used there. The IP-anonymization is active on this Website.

Google will use this information on behalf of the operator of this Website for the purpose of analyzing your use of the Website, compiling reports on Website activity for Website operators and providing them other services relating to Website activity and internet usage. The IP address that your browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; please note, however, that if you do this you may not be able to use the full Website. You can also opt-out from being tracked by Google Analytics in the future by downloading and installing ‘Google Analytics Opt-out Browser Add-on’ for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=de>.

Alternatively, you can opt-out from being tracked by Google Analytics in the future by clicking on the following link: <https://tools.google.com/dlpage/gaoptout>.

### 4. Opting out of cookies

You may control and block the cookies used by the website by modifying the settings in your internet browser (for example Internet Explorer, Chrome and Firefox) or on your device which allows you to refuse the setting of all or some cookies. However, if you use your

**May 2018**



browser or device settings to block all cookies you may not be able to access all or parts of our website.

For more information and how cookies they can be managed and deleted please visit <http://www.allaboutcookies.org/> or <http://www.networkadvertising.org/choices/>.