

## GPC Clear Solutions Limited – Cookie Policy

Most websites you visit will use cookies in order to improve your user experience by enabling that website to ‘remember’ you, either for the duration of your visit (using a ‘session cookie’) or for repeat visits (using a ‘persistent cookie’).

Cookies do lots of different jobs, like letting you navigate between pages efficiently, storing your preferences, and generally improving your experience of a website. Cookies make the interaction between you and the website faster and easier. If a website doesn’t use cookies, it will think you are a new visitor every time you move to a new page on the site.

### What is in a cookie?

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.

### What do we use Cookies for?

Remember you (anonymously) when you visit this website to keep track of your browsing patterns and to build up a profile of how you and other users use the website.  
Make our website work as efficiently as possible.

NB – The cookies we use do not hold any personal information about you.

Most browsers allow you to turn off cookies. To do this look at the “help” menu on your browser. Switching off cookies may restrict your use of the website and/or delay or affect the way in which it operates.

By using our website you agree to the use of cookies as described in this Cookie Policy. The cookies used at [www.gpcclearsolutions.co.uk](http://www.gpcclearsolutions.co.uk) are as follows:

wfvt\_#Remembers the user’s submitted data when a comment is submitted in a blog post. The purpose is to auto-populate form fields for subsequent comments, in order to save time for the user.  
[www.gpcclearsolutions.co.uk](http://www.gpcclearsolutions.co.uk)HTTPSession

### Category: Preferences

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.

lang	Remembers the user’s selected language version of a website	ads.linkedin.com	HTTP	Session
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### Category: Statistics

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

Cookie Name	Purpose	Provider	Type	Expiry
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	www.gpcclearsolutions.co.uk	HTTP	2 Years
_gat	Used by Google Analytics to throttle request rate.	www.gpcclearsolutions.co.uk	HTTP	Session
_gid	Register a unique ID that is used to generate data on how the visitor used the website.	www.gpcclearsolutions.co.uk	HTTP	Session

### Category: Marketing

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	Purpose	Provider	Type	Expiry
__stid	Registers a unique ID that identifies the user's device for return visits.	sharethis.com	HTTP	1 year
_hjIncludedInSample	Determines if the user's navigation should be registered in a certain statistical place holder.	www.gpcclearsolutions.co.uk	HTTP	Session
bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	linkedin.com	HTTP	2 Years
BizoID	Unclassified	ads.linkedin.com	HTTP	179 days

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bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	linkedin.com	HTTP	2 years
collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	google-analytics.com	Pixel	Session
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	doubleclick.net	HTTP	2 years
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	linkedin.com	HTTP	Session
MUID	Used widely by Microsoft as a unique user ID.	BING.com	HTTP	1 year

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	The cookie enables user tracking by synchronising the ID across many Microsoft domains.			
MUIDB	Unclassified	bing.com	HTTP	1 year
r/collect	Unclassified	doubleclick.net	Pixel	Session
test_cookie	Used to check if the user's browser supports cookies.	doubleclick.net	HTTP	Session
UserMatchHistory	Unclassified	ads.linkedin.com	HTTP	179 days

### Category: Unclassified

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

TDCPM	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads	adsrvr.org	HTTP	1 year
sharethis_cookie_test	Unclassified	www.gpcclearsolutions.co.uk	HTTP	Session
uetsid	Unclassified	www.gpcclearsolutions.co.uk	HTTP	Session
gwcc	Unclassified	www.gpcclearsolutions.co.uk	HTTP	3 Months
wordfence_verifiedHuman	Unclassified	www.gpcclearsolutions.co.uk	HTTP	Session

### Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to obtain an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

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### **International transfers and third party disclosure**

We do not transfer your personal data outside the European Economic Area (EEA) or disclose to third parties.

### **Data security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Sensitive information is encrypted and protected. Non-sensitive details (your email address etc.) are transferred normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transfer to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

We have put in place procedures to deal with any suspected personal data and will notify you and any applicable regulator of a breach where we are legally required to do so.

### **Data retention**

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request by contacting us.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see request erasure below for further information.

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In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

Request access to your personal data  
Request correction of your personal data  
Request erasure of your personal data  
Object to processing of your personal data  
Request restriction of processing your personal data  
Request transfer of your personal data  
Right to withdraw consent

If you wish to exercise any of the rights set out above, please contact the Data Protection Officer in writing.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### Glossary

#### LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure

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experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting the Company.

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

### YOUR LEGAL RIGHTS

You have the right to:

**Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

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**Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent

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