

# **Cookies Policy**

## Introduction

As part of our overall approach to privacy and transparency, this section describes what cookies are in the context of our web and mobile interfaces, and what their use means to you. At the end, we've included some links to help you research cookies and their impact, and how you can use your web browser to control the way it manages cookies.

## What are cookies?

## According to Wikipedia:

"A cookie, also known as an HTTP cookie, web cookie, or browser cookie, is usually a small piece of data sent from a website and stored in a user's web browser while a user is browsing a website. When the user browses the same website in the future, the data stored in the cookie can be retrieved by the website to notify the website of the user's previous activity. Cookies were designed to be a reliable mechanism for websites to remember the state of the website or activity the user had taken in the past." (used under licence)

## What cookies do we use?

In this section, we explain what cookies are used in the overall service we provide to our users, and how you can switch off cookies via a setting in your browser.

## Our use of cookies:

We use cookies to record when you've logged into our website so you don't have to keep logging in for each new page; we also use our own cookies to recognise who you are when you return to our website in a new visit.

These cookies are an essential part of how our website operates, and they greatly improve your user experience. Ironically, the banner that you saw the first time you looked at the website alerting you to the use of cookies makes use of a cookie itself, that would not be required were it not for the regulations on the use of cookies. These cookies are only used by us, and the information they contain is not shared with anyone else.

List of services we use which use their own cookies:



### Google Analytics

We use Google Analytics to understand general trends about our content and traffic sources: for example, where users come from, which pages are most popular, which sites provide most traffic, how our marketing efforts impact the amount of visits we receive.

Google's statement about privacy is <u>here</u>.

#### **MixPanel**

We use Mixpanel to track how effective our pages are in delighting our users, how long users stay with us, and how users navigate through our Website. We use the results to continually iterate and improve the user experience you enjoy.

Mixpanel's statement about privacy is <u>here</u> and you can opt out of their cookies <u>here</u>.

#### **UserVoice**

We use UserVoice to host our support community, and this cookie enables UserVoice to more easily recognise who you are and how you have interacted with their site in the past.

UserVoice's statement about Privacy is found <u>here</u>.

#### Apple TestFlight

We use TestFlight to provide private testing for our mobile applications; TestFlight records generic usage of our users, in the aggregate, and limited technical information about mobile phone technical configuration.

You can view TestFlight's terms and conditions <u>here</u> and Apple's statement about privacy <u>here</u>.

#### Intercom

We use third-party analytical services to help understand your usage of our services. In particular, we provide a limited amount of your information to Intercom, Inc. and utilise Intercom to collect data for analytics purposes when you visit our Website or use our product. Intercom analyses your use of our Website and tracks our relationship so that we can improve our service to you.

Intercom's statement about privacy can be found here.



#### Twitter button

The Twitter button allows our users to share our content with their followers more easily.

Twitter privacy policy states they use cookies "to collect additional website usage data and to improve our Services" – <u>Twitter Privacy Policy.</u>

#### LinkedIn button

We use a LinkedIn button to allow you to share our content with your connections. LinkedIn's information about privacy can be found <u>here</u>.

#### Facebook button

The Facebook button allows our users to share our content with their friends and other Facebook users.

Facebook's statement about privacy relating to their Connect feature is <u>here</u>, and also here.

#### Instagram button

The Instagram button allows our users to share our content with their followers and other Instagram users.

Instagram's privacy policy can be found here.

## Consent

In line with the latest advice from the Information Commissioner's Office, we interpret your continued use of our website as consent for us to use cookies to capture data about how you interact with our services, and those of other services we use. However, we may provide you with the ability to control the cookies you receive from us. If so and you choose to limit the cookies you receive, please be aware that our website may not work quite as efficiently as intended.

## More information about cookies

Links which provide more information about cookies: <u>All About Cookies</u>, and <u>About Cookies</u>.



Link explaining how to switch off cookies in various browsers: About Cookies.

## What to do if there is a problem

If you consider we have not addressed your problem in this notice, you can contact us at <a href="mailto:sub-10.co.uk">sub-10.co.uk</a>. If you're still not satisfied, you can contact the UK Information Commissioner's Office for assistance. Further information can be found here.