

## Cookie Policy for Viewpoint Dash

**Last Updated:** 10/09/2024

At Viewpoint Dash ("we," "us," or "our"), we use cookies and similar technologies to enhance your experience on our website. This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences regarding cookies, including opting out.

### 1. What Are Cookies?

Cookies are small text files that are stored on your device (such as your computer, smartphone, or tablet) when you visit a website. They allow websites to recognize your device and store information about your preferences or actions.

Cookies can be classified as:

- **Session Cookies:** Temporary cookies that expire once you close your browser.
- **Persistent Cookies:** These remain on your device until they expire or are manually deleted.

### 2. Types of Cookies We Use

We use several types of cookies to enhance your experience on our website:

- **Strictly Necessary Cookies:** Essential for the website to function properly, enabling you to use core features like accessing secure areas. Without these cookies, certain services may not be available.
- **Performance Cookies:** Collect information about how visitors use our website, such as which pages are most frequently visited. These cookies do not collect personal data and are only used to improve website performance.
- **Functionality Cookies:** Remember choices you make (e.g., language or region preferences) to provide enhanced functionality and personalization.
- **Targeting/Advertising Cookies:** Track your browsing habits and deliver targeted ads relevant to your interests. They also help measure the effectiveness of advertising campaigns.

- **Analytics Cookies:** Help us understand how visitors interact with our website by collecting and reporting information anonymously. For example, we use Google Analytics to monitor website traffic and analyze visitor behavior.

### 3. How We Use Cookies

We use cookies to:

- Ensure the website functions efficiently.
- Enhance the user experience by remembering your preferences.
- Understand how visitors use the website and optimize its performance.
- Serve tailored content and advertisements based on your interests.

### 4. Third-Party Cookies

Some of the cookies we use come from third-party services that help us analyze website usage, deliver targeted advertisements, or provide additional website functionality.

Examples of third-party cookies we use include:

- **Google Analytics:** Helps us measure traffic and usage statistics.
- **Facebook Pixel:** Assists in tracking the effectiveness of our advertisements on social media platforms.

Third-party cookies are subject to the privacy policies of those providers. We recommend reviewing their respective cookie policies for more information.

### 5. Data Collected via Cookies

Some of the cookies we use may collect personal data such as IP addresses or other identifiers. These cookies help us improve your experience on the website and provide personalized content or advertisements. For more details on how we process personal data, please refer to our [Privacy Policy].

### 6. Managing and Opting Out of Cookies

You have the right to control and manage the use of cookies on our website. You can manage your cookie preferences through your browser settings. Most browsers provide options to:

- **Delete Cookies:** Remove cookies already stored on your device.
- **Block Cookies:** Configure your browser to block cookies from certain sites or altogether.
- **Disable Cookies:** Disable cookies in your browser settings, though this may affect the functionality of some parts of our website.

For more information on managing cookies, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.com](http://www.youronlinechoices.com) for instructions on opting out of interest-based advertising.

## 7. Cookie Consent Banner

When you visit our website for the first time, a cookie banner will appear allowing you to choose which types of cookies you permit us to place on your device. You can update your cookie preferences at any time through this banner or the settings in your browser.

## 8. Retention Period of Cookies

We retain cookies for varying durations depending on their type:

- **Session Cookies:** These expire when you close your browser.
- **Persistent Cookies:** These remain on your device for a specified period or until manually deleted. The retention period for persistent cookies is typically between 1 month to 2 years.

## 9. Withdrawal of Consent

If you have previously accepted cookies but wish to withdraw your consent, you can adjust your browser settings to block cookies or use our cookie consent tool to update your preferences. This allows you to control which cookies are active on your device.

## 10. Opting Out of Targeted Advertising

To opt out of interest-based advertising provided by certain third-party services, you can use the following platforms:

- **Google Ads Settings:** <https://adssettings.google.com/>
- **Facebook Ad Preferences:** <https://www.facebook.com/ads/preferences/>
- **Your Online Choices:** <https://www.youronlinechoices.com/>

Please note that if you opt out of targeted advertising, you may still see advertisements, but they will not be tailored to your interests.

## **11. Changes to This Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in our practices or for operational, legal, or regulatory reasons. The latest version of this policy will always be available on our website, and the "Last Updated" date will indicate when it was last revised.

## **12. Contact Us**

If you have any questions about this Cookie Policy or how we use cookies, please contact us at:

Viewpoint Dash

**Phone:** 07708 092071

**Email:** [legal@viewpointdash.com](mailto:legal@viewpointdash.com)