

COOKIE POLICY – ACTIVE HOUSE LIMITED

Revised: 25.10.2019

1. About Website Cookies

Cookies are small files containing non-identifiable data created by a website that you are visiting, and most websites create a cookie or multiple cookies in some form or another. None of the cookies that our websites create store personally identifiable information, and they are only used to analyse traffic and to allow us to improve the service the website provides to visitors.

Cookies created by this website collect anonymised data which cannot be used to identify any visitors to the website.

2. Cookies that we use

This website uses Google Analytics (GA) to help analyse how users interact with the website. GA collects standard Internet log information and visitor behaviour information in an anonymous form. This information can be used to evaluate visitors' use of the website and to compile statistical reports on website activity. It does not collect any Personally Identifiable Information of visitors to the site, and the data is only available to authorised company staff. In turn Google will not aggregate IP addresses with any other data held by themselves.

Google Analytics cookies use the following prefixes:

- _ga
- _gid
- _gat

WordPress cookies are applied to the website based on the WordPress plan used to deliver and host the site. Some of the cookies used by WordPress are necessary for technical reasons, some enable a personalised experience for both visitors and registered users, and some allow the display of advertising from selected third-party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action.

In most cases, we rely on WordPress to ensure that the cookies that are applied to the websites we deliver, do not pose high risks to the rights and freedoms of individuals. The WordPress cookies use the following prefixes:

- wp_
- wordpress_
- wpc_
- tk_
- wporg_
- trac_

We often review the WordPress Cookies policy to understand what cookies are being used and why. Should you have any concerns, regarding the cookies used or would like to understand more, then the WordPress documentation can be found here:

- <https://en-gb.wordpress.org/about/privacy/cookies/>

3. How to manage cookies

All modern web browsers allow you to control how your computer handles cookies. This includes the ability to block all or different types of cookies – and preventing them from being placed on your machine in the first place. You will also be able to delete the cookies that you have already had installed. The process for control and deletion of cookies varies from browser to browser, so you will need to determine which browser you have and then carry out some basic research.

If you want to learn more about cookies there are many websites setup to explain them in greater detail, such as <http://www.allaboutcookies.org/>.

We will scan and review regularly the cookies being used on our websites using third party to check that the use of cookies complies with regulation.