Cookies Policy

This Cookies Policy sets out the basis on which we, Walsh Plumbing Ltd, use cookies and similar technologies on or in relation to our website, www.walshplumbing.co.uk (our **website**). This Cookies Policy is effective from 31 May 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled About cookies.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled How to accept or reject cookies.

Contents

- **About cookies**
- **List of cookies used**
- **Essential cookies**
- **Non-essential cookies**
- **Facebook Pixel**
- **How to accept or reject cookies**
- **Copyright**

About cookies

What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First and third party cookies

Cookies can be classified as 'first party' or 'third party'.

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit www.allaboutcookies.org

List of cookies used

We use the following cookies on or in relation to our website:

Name of Cookie	Essential or Non-essential?	Type of cookie	First or Third party?	Session or Persistent?	Expiry Time	Purpose
tq_cookies	Essential	Functional (plug-in related)	Third party	Session	End of browser session	True Quote plug-in functionality related cookie.
ASPSESSIONID#	Essential	State preservation related	First party	Session	End of browser session	Used to preserve a user's state across multiple pages on the website.
_cfduid	Non-essential	Functional (security)	Third party	Persistent	1 year	Cloudflare cookie used to identify trusted web traffic.
SIDCC	Non-essential	Functional (security)	Third party	Persistent	3 months	Google security cookie used to prevent unauthorised access to the user's information.
_gat	Non-essential	Functional	First party	Session	End of browser session	Used by Google to throttle the request rate.
CONSENT	Non-essential	Functional (consent related)	Third party	Persistent	20 years	Google consent setting cookie.

_ga	Non-essential	Analytical	First party	Persistent	2 years	To distinguish website visitors.
_gid	Non-Essential	Analytical	First party	Session	End of browser session	Generates statistical data on how a visitor uses the website.
HSID	Non-essential	Analytical	Third party	Persistent	2 years	Used by Google to analyse user behaviour in connection with Google maps on the website.
SAPISID	Non-essential	Analytical	Third party	Persistent	2 years	Used by Google to analyse user behaviour in connection with Google maps on the website.
SID	Non-essential	Analytical	Third party	Persistent	2 years	Used by Google to analyse user behaviour in connection with Google maps on the website.
SSID	Non-essential	Analytical	Third party	Persistent	2 years	Used by Google to analyse user behaviour in connection with Google maps on the website.
NID	Non-essential	Advertising	Third party	Persistent	6 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
IDE	Non-essential	Advertising	Third party	Persistent	1 year	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 efficiency of an ad and to present targeted ads to the user.
1P_JAR	Non-essential	Advertising	Third party	Persistent	1 month	Google cookie used to gather website statistics, and track conversion rates.
DV	Non-essential	Advertising	Third party	Session	End of browser session	Google cookie used to gather website statistics, and track conversion rates.

Essential cookies

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested. We use the following essential cookies on our website:

- a third party session cookie used to ensure the True Quote functionality on our website works properly. This cookie is called **tq_cookies**
- a first party session cookie which preserve a user's state across pages on the website. This cookie is called **ASPSESSIONID#**

Legal basis for processing: we process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interests:** ensuring our site functions properly and providing you with online services you have requested.

How to opt out of essential cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled How to accept or reject cookies

Non-essential cookies

We use the following types of non-essential cookies on our website:

- **Functional cookies**
- **Analytical (or performance) cookies**
- **Targeting (or advertising) cookies**

Functional cookies

These are cookies that are designed for purposes such as enhancing a website's functionality. These are either not strictly essential for the website or functionality which you have requested to work, or are cookies which serve non-essential purposes in addition to their essential purpose. We use the following functional cookies on our website:

- a third party persistent cookie used to identify trusted web traffic. This cookie is called **_cfduid** and expires after 1 year.
- a third party persistent cookie used by Google to prevent unauthorised access to a user's information. This cookie is called **SIDCC** and expires after 3 months.
- a first party session cookie used to help Google Analytics manage the number of users on our website. This cookie is called **_gat**

- a third party persistent cookie used by Google in relation to the user's consent settings. This cookie is called **CONSENT** and expires after 20 years.

How to opt in or out from functional cookies

See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from functional cookies

Legal basis for processing: we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer ordevice. **Legitimate interests**: improving your website experience and providing and enhancing the website's functionality.

Analytical (or performance) cookies

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

- Google Analytics cookies to help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on and your location (based on your IP address). The Google Analytics cookies used on our website are: **_ga** which is a persistent cookie and expires after 2 years, and **_gid** which is a session cookie. We also use the Google Analytics cookie **_gat**, which is explained in more detail in the 'functional cookies' section above.
- Google Map analytical cookies used to measure and track your behaviour in relation to the Google Maps installation on our website. These cookies are persistent cookies which expires after 2 years and are called **HSID, SAPISID, SID** and **SSID**.

More information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: https://support.google.com/analytics/answer/6004245

For information on how Google uses data from cookies it uses, please visit www.google.com/policies/privacy/partners/

For YouTube's (Google's) privacy policy, please visit https://policies.google.com/privacy?hl=en

How to opt in or out from analytical cookies

See the section below entitled How to accept or reject cookies

To opt out of Google Analytics tracking across all websites in general, you can do so here: http://tools.google.com/dlpage/gaoptout

Processing information about you contained in or obtained from analytical cookies

Legal basis for processing: we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interests**: analysing how individuals use our website to help us improve our website and business. For further information on how we use the information gathered from our use of analytical cookies, including profiling, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: www.walshplumbing.co.uk/privacy-policy

Targeting (or advertising) cookies

Targeting (or advertising) cookies record information about your visit to and use of our website, for advertising purposes. We use the targeting cookies for the following purposes on our website:

- a third party persistent cookie used by Google's AdSense network which registers a unique ID that identifies a returning user's device which is used to target advertisements to the user. This cookie is called **NID** and expires after 6 months.
- a third party Google persistent remarketing cookie to display advertisements to you about our goods and services across the internet, including on other websites you visit. This cookie is called **IDE** and expires after 1 year.
- third party session and persistent cookies used to gather website statistics and track conversion rates. These cookies are **1P_JAR** and **DV**. 1P_JAR is a persistent cookie expiring after 1 month and DV is a session cookie.

Google uses cookies to display advertisements to you about our products and services on other websites and locations across the internet based on the fact that you have visited our website. Google may also display other advertisements across the internet to you about third party services using the Google AdSense network, although this is beyond our control. For more information about Google remarketing, click here: https://support.google.com/adwords/answer/2453998?hl=en

For further information on Google's advertising cookies, please see their cookies policy here: https://policies.google.com/technologies/types

How to opt in or out from advertising cookies

See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from analytical cookies

Legal basis for processing: consent (Article 6(1)(a) of the General Data Protection Regulation). **Consent**: you give your consent to the purposes for which we process your information using advertising cookies by accepting the use of such cookies via our cookie control tool. For further information on how we use the information gathered from our use of advertising cookies, including profiling and automated decision-making please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: www.walshplumbing.co.uk

Facebook Pixel

We use Facebook Pixel on our website. Facebook Pixel is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services. You can find out more about how Facebook handles information they collect about you and other individuals by accessing their privacy policy, which is available here: https://www.facebook.com/about/privacy

Legal basis for processing: consent (Article 6(1)(a) of the General Data Protection Regulation). **Consent**: you give your consent to the purposes for which we process your information using Facebook Pixel turning on marketing cookies using our cookie control tool. For further information on how we use the information gathered from our use of Facebook Pixel, including profiling please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: www.walshplumbing.co.uk/privacy-policy

How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below.

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org

Accepting or rejecting cookies

Cookie control tool

You can accept or reject non-essential cookies by using our cookie management tool.

Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: https://support.google.com/chrome/answer/95647?hl=en-GB
- Mozilla Firefox: https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History
- Microsoft Internet Explorer: https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer
- Apple Safari: https://support.apple.com/kb/PH5042?locale=en_US

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third-party applications which you can add to your browser to block or manage cookies.

Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: http://tools.google.com/dlpage/gaoptout

Google Adsettings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here https://adssettings.google.com/ and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here:
https://support.google.com/ads/answer/7395996

Facebook Pixel

You can block Facebook Pixel using our cookie control tool.

Disconnect for Facebook

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the too here:

- For Chrome: https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nnkndeagapifodhlebifbgbonbfmlnfm?hl=en
- For Firefox: https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/

European Interactive Digital Advertising Alliance Tool

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting http://www.youronlinechoices.com, selecting your country, clicking ‘Your Ad Choices’, then locating Facebook (and any other companies you want to block) and selecting the ‘Off’ option.

Copyright

The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved.