

## **What is a cookie?**

A cookie is a small snippet of text that a website asks your browser to store. All cookies have expiration dates in them that determine how long they stay in your browser. Cookies can be removed in two ways: automatically, when they expire, or when you manually delete them. We've included more details below to help you understand what kinds of cookies we use.

## **Cookies we use on our website**

Our website uses cookies with the main objective to make it work more effectively.

The following cookies are used on our website:

### **Third-party cookies**

Facebook, Twitter, YouTube, Vimeo, Flickr, Instagram, and other third-party tools may set cookies for sharing content on social networks or for producing access statistics. The presence, number, and status of cookies may depend on how you use the platforms concerned before or while visiting our website. You should ascertain what the relevant sites' policy is on social networking cookies.

### **You can view cookies in your browser**

Most browsers have a configuration or developer screen which allows you to see what cookies have been stored on the computer, and, optionally, to delete them. Note that it is not possible for a website to view cookies set by other sites, as this would represent a privacy and security problem.

### **When are cookies created?**

Writing data to a cookie is usually done when a new web page is loaded – for example: after a form 'submit' button is pressed, the data handling page would be responsible for storing the values in a cookie. If you have opted to disable cookies, then the write operation will fail, and subsequent visits to our website which rely on the cookie will either have to take a default action or prompt you to re-enter the information that would have been stored in the cookie.

### **How long does a cookie last?**

The time of expiry of a cookie can be set when the cookie is created. By default, the cookie is destroyed when the current browser window is closed, but it can be set to persist for a specific period of time after that. For example, cookies we use can last for up to two years.

### **How secure are cookies?**

Cookies do not in themselves present a threat to privacy since they can only be used to store information that you have volunteered to give or that the web server already has.

### **What are session and persistent cookies?**

Cookies may be either 'persistent' cookies or 'session' cookies. A persistent cookie will be stored by a web browser and will remain valid until its set expiry date unless deleted by you before the expiry date. On the other hand, a session cookie will expire at the end of the user session, when the web browser is closed. We use both session and persistent cookies on our website.

We use persistent and session cookies to recognise a computer when a user visits our website, track users as they navigate the website, improve the website's usability, administer the website, prevent fraud, and improve the security of the website.

Besides such functional and session cookies, analytics cookies are set by third-party tools in order to monitor the quality of the user's experience while visiting our website.

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ('Google') to help analyse the use of the website. For this purpose, Google Analytics uses 'cookies', which are text files placed on your computer.

The information generated by the cookies about the use of the website – standard internet log information (including your IP address) and visitor behaviour information in an anonymous form – is transmitted to and stored by Google on randomly selected public cloud datacentres, most of which are located in the United States. We anonymise your IP address before sending it to Google.

In accordance with its Privacy Shield Certification, Google declares that it complies with the EU-US Privacy Shield Framework. Google may transfer the information collected by Google Analytics to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

According to Google Analytics terms of service, Google will not associate the data subject IP address with any other data held by Google.

You may refuse the use of Google Analytics cookies by downloading and installing Google Analytics Opt-out Browser Add-on.

Cookies are also used to record if the data subject has agreed (or not) to the use of cookies on our website so that you are not asked the question every time you visit the site.

Our website may use third-party cookies, from services such as Facebook, LinkedIn, Instagram, Flickr, and X. For their Cookie Policies, please visit the websites of the aforementioned services.

### **In what circumstances does this website use cookies?**

We use different kinds of cookies for various reasons outlined below. All cookie information is completely anonymised, meaning we do not see individuals' personal data. There are also limited third-party cookies on the site. These cookies could be session or persistent and are set by entities other than us. For example, we currently allow:

- Essential cookies – These cookies are all first-party cookies that are essential for the operation of our website. For example, some cookies allow us to identify existing clients and ensure they can access the specific offer pages.
- Functional cookies – These cookies remember your log-in details if you have the 'Stay logged in' box ticked which makes it possible for registered users to return to the site without having to log in. Functional cookies also make sure the website looks consistent as well as allowing us to analyse site usage so we can measure and improve performance. We use a functional cookie to remember your cookie preference from our 'Cookie notification' tool as well as to provide you with

enhanced services like commenting. In addition, we use functional cookies for Audience measurement and validation. We use services such as Google Analytics to understand how many people visit us and what is popular, which helps us improve the website.

- Advertising cookies – These cookies allow you to share pages with social networks should you wish to do so. They also enable us and our advertisers to serve you with relevant advertisements that may interest you through a practice often called OBA, or online behavioural advertising. They are sometimes referred to as 'behaviourally targeted advertising cookies' and track information such as which websites you visit and build a profile based on your interests. We however do not collect your personal or sensitive information.

### **Does any of the cookies this website use contain my personal data?**

All the data contained in the cookies that we use is completely anonymous and doesn't contain any personal data.

### **Does this website use cookies to sell customer information?**

No

### **How can I change my preferences, delete or opt-out of cookies?**

Deactivating cookies or limiting their usage can make certain websites unpractical, more difficult to browse or use. Simultaneously, the refusal to accept cookies does not mean you will not see/won't be served with online advertising. You have the option to configure your internet browser so that it rejects cookies or so that it only accepts cookies from specific websites. On the downside, you won't have access to specific functions, such as leaving comments, for example.

All modern browsers allow you the option to configure your cookie settings. You can usually find these settings in the "Options" or "Preferences" tab of your browser's menu. To get a better understanding of the customization option you have for cookies, please review the following links, referring you to the Help section of some of today's most popular web browsers:

- [Cookie settings in Internet Explorer / Edge](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)
- [Cookie settings in Opera](#)

In terms of third party cookies, please review the information found here: [www.youronlinechoices.com](http://www.youronlinechoices.com)

Alternatively, whilst we are not responsible for the content of any external websites, we set out some websites below which may help if you wish to delete or opt-out of cookies.

If you want to delete or disable cookies, see: [www.allaboutcookies.org/manage-cookies](http://www.allaboutcookies.org/manage-cookies)

To opt-out of cookies from Google: [policies.google.com/technologies/ads](http://policies.google.com/technologies/ads)

### **Will this website work if I disable cookies?**

You can browse our website with cookies disabled, although some interactions may not work. For example, ticking the “Stay logged in” box at log-in will not actually keep you logged in to the site unless you have enabled cookies.

### **Consent**

By using our website, you hereby consent to our Cookie Policy and agree to its terms.

## **PRIVACY POLICY**

### **1.0 RELEVANT LEGISLATION**

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- [EU Data Protection Directive 1995 \(DPD\)](#)
- [EU General Data Protection Regulation 2018 \(GDPR\)](#)
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This site’s compliance with the above legislation, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well. If you are unsure about whether this site is compliant with your own country of residences’ specific data protection and user privacy legislation you should contact our data protection officer (details of whom can be found in section 9.0) for clarification.

### **2.0 PERSONAL INFORMATION THAT THIS WEBSITE COLLECTS AND WHY WE COLLECT IT**

This website collects and uses personal information for the following reasons:

#### **2.1 Site visitation tracking**

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer’s IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor (see section 6.0 below).

GA makes use of cookies, details of which can be found on Google’s developer guides.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

#### **2.2 Contact forms and email links**

Should you choose to contact us using the contact form on our Contact us page or an email link like this one, none of the data that you supply will be stored by this website or passed to / be processed by any of the third party data processors defined in section 6.0. Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

### **3.0 ABOUT THIS WEBSITE'S SERVER**

This website is hosted by Guru within a secure data centre.

All traffic (transferral of files) between this website and your browser is encrypted and delivered over HTTPS.

### **4.0 OUR THIRD PARTY DATA PROCESSORS**

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out in section 2.0. All these third parties are EU-U.S Privacy Shield compliant.

- Google ([Privacy policy](#))

### **5.0 DATA BREACHES**

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

### **6.0 DATA CONTROLLER**

The data controller of this website is:

Broughton Ryan Mobile Vets

Whose registered office is:

14, Margrove Park  
Boosbeck  
Saltburn on Sea  
TS12 3BX

And whose operating office is:

14, Margrove Park  
Boosbeck  
Saltburn on Sea  
TS12 3BX

### **7.0 CHANGES TO OUR PRIVACY POLICY**

This privacy policy may change from time to time inline with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes.