

Cookie Policy

Purpose

This document describes the Cookie Policy operated by Abzena. The policy is designed to ensure that Abzena complies with the Privacy and Electronics Communications (EC Directive) Regulations 2003 as implemented in the UK by the Privacy and Electronics Communications (EC Directive) (Amendment) Regulations 2011.

Scope

This policy is applicable to anyone who accesses any pages on Abzena's website either directly or indirectly on any electronic device.

Policy

What is a cookie?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. The use of cookies is an industry standard that can be found on most major websites.

How we use cookies

Abzena uses permanent and session specific cookies on its website. The cookies we use are 'analytical' and 'tracking' cookies provided by google and double click. They enable the website to distinguish you from other users of the website and to remember your actions and preferences (such as login, language, font size, and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another. Information collected via our cookies is not used to identify you personally.

Cookies allow us to recognise and count the number of visitors to our website and to see how they move around our website. This helps us determine the most popular pages on our website and provides information which enables us to make improvements to the way our website works. We also use cookies to show you relevant information when browsing other websites.

We control the information that is collected via the cookies on our website and ensure that it is not used by third parties.

Agreement to use of cookies

The cookies on our website are not necessary for the website to work but they will provide you with a better browsing experience. By continuing to browse the Abzena website, you are agreeing to our use of cookies. We will not use the cookies on our website for any purpose other than those described above.

How to control and delete cookies. We respect your right to privacy so you can choose not to allow some types of cookies using your browser settings. If you consent to use of cookies, you are free to change your mind at any time. Please note that blocking some types of cookies may impact your experience of the site and the services we are able to offer.

Cookie	Description
Google Analytics	<p>The single session and global session cookies are provided on our behalf by Google Inc. They assist with reporting of user behaviour, market research and improving Site functionality. This user behaviour is analysed in order to improve our Site.</p> <p>The information collected is not linked to personal data. To see how this applies to Google Analytics visit http://www.google.co.uk/intl/en/analytics/privacyoverview.html.</p> <p>You can stop Google Analytics tracking by visiting https://tools.google.com/dlpage/gaoptout?hl=en-GB</p>
Pardot	<p>Pardot sets first-party cookies for tracking purposes, and sets third-party cookies for redundancy. Using first-party and third-party cookies together is standard in the marketing automation industry. Pardot cookies don't store personally identifying information, only a unique identifier. Pardot sets first-party cookies on your tracker subdomains and Pardot domains. Pardot uses third-party cookies on https pages and when your account doesn't have a tracker subdomain set up.</p>

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