



# IP Address and Cookies Policy

## *What are cookies?*

Cookies are small files that websites place on the device you're using to browse the site. Cookies are commonly used to record some aspect of your visit to a site, such as choices you've made or preferences you've set during your visit.

## *How and why we use cookies*

We use cookies to give you the best experience when you visit our website. By using cookies, we can make it easier for you to do many things, such as managing your accounts, policies, or login details, and applying for products and services.

We also use cookies for retargeting and advertising that are based on your browsing habits on our site to make advertising relevant to you.

## *Keeping your personal information safe*

Our cookies do not store personal information such as your name, address, phone number or email in a format that can be read by others. The cookies we use cannot read or search your computer, smartphone or web-enabled device to obtain information about you or your family, or read any material kept on your hard drive.

## *Links to sites provided by others*

If you follow a link from our website to another website, please be aware that the owner of the other website will have their own privacy and cookie policies for their site. We recommend you read their policies as we are not responsible or liable for what happens at their site.

## *How to manage and switch off cookies*

Your web browser provides settings that allow you to manage or switch off cookies. If you do switch off cookies, remember that you may not be able to use all of the services on our websites.

You can find out more about managing and switching off cookies at the independent website: [allaboutcookies.org](http://allaboutcookies.org)

## **The types of cookies we use on this site**

### *Strictly necessary cookies*

These cookies are essential for our online services and tools to work. They collect or record information that we need to make our site work.



Common uses for this type of cookie include:

- storing information so that shopping baskets can be provided
- storing information for e-billing
- allowing users to log in or access private areas of a site.

These cookies only last for a single browsing session – when you leave our site, they are removed.

These are the necessary cookies we use:

UserPreferences	Istop4agp.com	Stores the user's cookie consent state for the IStop4aGP website
PHPSESSID	Istop4agp.com	Preserves the visitor's session state across page requests.

#### *Performance cookies*

These cookies help us to monitor and improve how our website works.

Common uses for this type of cookie include:

- collecting information about which pages visitors go to most often
- noting if visitors get any error messages from web pages
- understanding which links visitors like to follow (including adverts) and which they choose not to.

These are the performance cookies we use:

_ga	analytics.google.com	Used to collect information about how visitors use our website.
_gid	analytics.google.com	Used to collect information about how visitors use our website.

#### *Targeting and advertising cookies:*

These cookies are used so that adverts and website content provided to you are more relevant and to limit the number of times you may see that advert or content. They may also be used for market research and to help measure the effectiveness of an advertising campaign.

These cookies work by remembering the sorts of topics you've looked at and using this to provide our own advertisements.

These are the marketing cookies we use:



__fbp	facebook.com	Used by Facebook to track our advertising campaigns.
__fbc	facebook.com	Used by Facebook to track our advertising campaigns.
lidc	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.

The information collected using these cookies is anonymous and cannot be used to identify an individual visitor.

You can find out more about managing and switching off cookies at the independent website: [allaboutcookies.org](http://allaboutcookies.org)

## Our IP Address Policy

### *What Happens When You Visit the Site*

Every time you connect to the internet or, if you use an always-on connection, such as broadband or ADSL, when you boot up or restart your computer, you are automatically assigned a unique identifying number known as an IP Address. This IP Address, which contains information regarding the location of your computer on the internet (your country of origin) and the name of your internet service provider (“ISP”), is automatically logged by Our Site.

### *What is an IP Address?*

When you first started your internet session (i.e. your computer connected to the internet), your computer was automatically assigned a unique number (normally in the region of 9 or 10 decimal numbers), known as an IP Address. This is your computer’s unique address on the internet. Without such an IP Address, websites would not be able to deliver their content to you as they would not be able to find your computer on the internet. Since each time you disconnect and reconnect to the internet a new IP Address is automatically assigned to your computer, IP Addresses are not inherently capable of identifying you as an individual (at least, by themselves).

An IP Address does, however, contain information regarding the location of your computer on the internet (your country) and the name of your ISP.

### *How Do We Collect Your IP Address*

Each time you visit a page on our Site, your computer sends out a message to our Site asking for the content. This message sent by your computer also encloses your IP Address as a form of “return address” so that the Site may find your computer in order to send it the requested content. Our web-server automatically logs all these messages.



### *What Do We Do With Your IP Address?*

When we log your IP Address, the data collected is grouped up with the other logged IP Addresses in order to provide us with the statistics on the geographic location of visitors to our Site, how long they stay on our Site, which are the most viewed pages and for other statistical reasons.

We gather your IP address automatically and store it in log files. These files also contain information relating to your browser type, ISP, operating system, date/time stamp, clickstream data and the files viewed on our Site. Collecting this type of information allows us to generate aggregate information for the purposes of our Site, including in terms of overall user trends and activities online (such as the number of unique visitors, pages access most frequently or the search terms entered). It also allows us to administer our Site, diagnose any potential server problems, analyse visitor trends and statistics, and generally help us to provide you with a better internet experience. IP Addresses are not stored for longer than necessary for the above stated purposes.