

THE ART OF HEARING: WEBSITE COOKIE AND PRIVACY POLICY

This is the Cookie Policy of The Art of Hearing Ltd website: www.theartofhearing.co.uk

What are cookies?

Cookies are small text files that websites can put on a computer or mobile device to track who comes to the website. Cookies allow us to see what you or any other visitors look at on our website – they track your journey on the website. This helps us measure the effectiveness of the information on the website and gives us insight into how to improve our website based on your specific interests. When you revisit the website, the website will respond in a personalised way, remembering your preferences and providing faster page load times.

Why do we need a cookie policy?

Any EU business that uses cookies must comply with the EU Cookies Law, which requires a Cookie Policy to be in place. This law states that visitors to the website must be alerted that cookies are in use, be advised on the type of cookies in use and visitors must be given the option to opt out of having these cookies placed on their devices.

What information is collected?

The Art of Hearing may collect information about your computer IP address, operating system, browser type and your HTTP request. This information is collected in the form of a report to inform The Art of Hearing of your website browsing patterns. **When collecting cookies, The Art of Hearing does not collect any personal data and is not able to identify any individual.**

Google Analytics

The only cookies used by The Art of Hearing are for Google Analytics. Google Analytics use only first party cookies, which means the cookie is only created by The Art of Hearing and is used for collecting information about how you as a visitor use our website. This type of cookie analytics track unique visitors, keeps a track of each of your visits to the website, tracks your sessions on the website, and tracks information about your general location when you visit the website. These cookies either expire when you close your browser or when the cookie reaches its expiration date.

Google Analytics collect information anonymously. It does not collect any personal information that can identify you, your personal address or any other identifiable data.

How does The Art of Hearing Website alert me?

When you visit our website, you will notice a pop-up bar which states: *“The Art of Hearing uses cookies to provide the services and features offered on our website, and to improve your experience on this site. When collecting cookies, The Art of Hearing does not collect any personal data and is not able to identify you”*

Clicking accept on the cookies box

When you click ‘accept’, we collect information that helps The Art of Hearing measure the effectiveness of the information on the website and gives us insight into how to improve our website based on your specific interests. For example, we can view what pages users visit more frequently and can ensure that these pages are kept up to date. We can track the pages you do not visit and

either remove or redesign these website pages. In addition, when you click 'accept', the website will respond in a more personalised way, remembering your preferences and providing faster page load times when you revisit the site.

I do not want to allow cookies

You can always opt out of enabling cookies. For more information on how to opt out, read "*How to disable cookies*" below. However, please note that if you do this you may not be able to use the full functionality of The Art of Hearing website.

How to disable cookies?

At any point you have the right to request that we do not process the information about your visit to our website. You can use the '*Google Analytics Opt-out Browser Add-on*'. However, please note that if you do this you may not be able to use the full functionality of The Art of Hearing website.

PRIVACY POLICY

We value your privacy and are committed to safeguarding the privacy of our website. The full Privacy Policy explains how we will treat your personal information submitted on the website contact form. In short, information submitted on the contact form will only be collected for the purpose of responding to your request and shall not be kept for longer than is necessary for that purpose. **We guarantee that your personal information will not be disclosed to any third party.**

The Art of Hearing is committed to safeguarding and respecting your privacy and your personal data.