



Cookie Policy

In this Cookie Policy we, COUNTACT operating www.countact.co.uk, (hereinafter "COUNTACT" or "we") inform you about cookies and ways to manage your consent. respects your privacy and takes the protection of your personal data very seriously. We also inform you about how and which cookies are used on this website and how you can manage your consent to store cookies.

For more information about how we protect your personal data, please see our Privacy Policy.

What are cookies?

Cookies are small files that are stored on your computer when you visit a website. The next time you visit, the website can recognise the file. The files are thus typically used to compile statistics or for behavioural advertising purposes. Cookies help us to provide you with our services on our website and are partly necessary for website functionality purposes. The personal data stored in our cookies is encrypted.

Third-party cookies

We collect and process data for the following purposes:

- Optimisation of the website and your user experience
- Creation of statistics on the use of the website by you and other users
- Advertising purposes, including profiling and behavioural advertising initiatives, so that we can make our product information and offers as relevant as possible to you
- Compliance with applicable legal requirements (e.g., General Data Protection Regulation (GDPR), the Privacy and Electronic Communications Regulation (PECR)) and the UK's Data Protection Act 2018 (DPA)), including documentation requirements:
- Compliance with basic principles concerning the processing of personal data and legal basis for the processing (e.g., obtaining consent)
- Implementation and maintenance of technical and organisational security measures
- Investigation of suspected or known security breaches and notification to data subjects and authorities
- Statistics on the use of the website

How long are cookies stored?

Cookies are stored on your computer for different lengths of time depending on their type. From a technical point of view, a distinction is made between two types of cookies:

Session cookies: session cookies are used, for example, to temporarily store the items in your shopping cart while you navigate the website. Session cookies are not stored on your device and disappear when you close your browser.

Persistent Cookies: Persistent cookies are stored as text files on your device. Persistent cookies allow our server to recognise your device the next time you visit our website.

What are the categories of cookies

There are different categories of cookies:

The classification as technically necessary or technically non-necessary also determines the cookies we use:

Technically necessary cookies

Technically necessary cookies are required for our website to function properly; they enable you to navigate our website efficiently and use its functional features. An example of this is, the reminder of recently performed actions (e.g., entered text) when you return to a page within the same session.

Technically non-essential cookies

Technically non-essential cookies are not necessary for the proper functioning of our website, but they enable us to improve the content of our website, compile statistics for internal market analysis



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purposes, provide you with a more personalised online experience or provide additional features. In particular we use advertising and analytical cookies.

Advertising cookies are used to provide content that is more relevant to you and your interests (direct marketing). They can be used to provide targeted advertising or to limit the frequency with which you are shown an advertisement. They also help us measure the effectiveness of advertising campaigns. In addition, we may use these cookies to store which websites you have visited.

Analytical cookies are used by third parties. These cookies allow third parties to recognise that you have visited our website. We and our third-party providers may also combine information obtained from these cookies with personal data available from other sources, including data collected about you when you use other websites and data collected about you when you are offline, whether on our website or data maintained by the third-party provider.

The Cookies we use

Cookie	Type	Description	Lifespan
_ga_9X477BFWL5	Analytics	This cookie is installed by Google Analytics.	2 years
_ga	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique	2 years
__gads	Analytics	The __gads cookie, set by Google, is stored under DoubleClick domain and tracks the number of times users see an advert, measures the success of the campaign and calculates its revenue. This cookie can only be read from the domain they are set on and will not track any data while browsing through other sites.	1 year 24 days

Google Services

For economic operation, our website we use Google AdSense and Google Analytics provided by [Google Ireland Limited](#), Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google AdSense is an online service that mediates third-party advertising. Google AdSense allows interest-related targeting of the internet user, which is implemented by generating individual user profiles. Google AdSense uses cookies for the selection of suitable advertisements.

Google Analytics is a web analytics service which uses "cookies", to help our website to analyse how users use the site. The information generated by the cookie about your use of our website is transmitted to a Google server and a usage and analytical report is made available to us at our request and we will use this information for the purpose of evaluating your use of our website, compiling reports on website activity, and providing other services relating to website activity and internet usage to us.

Via Google AdSense and google Analytics, personal data and information, which may also include your IP address, is transferred to Google in the United States and stored and processed in the United States. Google may share this personal data collected through the technical process with third parties. As such, it cannot be ruled out that the data collected by Google will be stored on servers outside the UK and the European Union or forwarded to third parties.



Cookie Policy

More information and the applicable data protection provisions of Google can be found at <https://policies.google.com/privacy?hl=en>. The legal basis for this processing is Art. 6 (1) f) GDPR, our legitimate interest and your consent according to Art. 6 (1) a) GDPR.

How can I prevent and delete cookies?

When you visit our website, one or more cookies are automatically stored on your device. If you do not want this to happen, it is best to use the following links (depending on the browser you use) to set your browser to prevent cookies from being stored on your computer in the future. ([Google Chrome](#), [Mozilla Firefox](#), [Flash cookies](#), [Microsoft Internet Explorer](#), [Opera](#), [Safari](#))

If your browser is not listed above, it's best to check your browser's help menu or search the Internet for "cookies" in conjunction with your browser's name.

Why do we provide information about cookies?

The provision of information about our use of cookies is in accordance with the Privacy and Electronic Communications Regulations. The legal basis for the collection of your personal data through cookies, including for profiling and analytical purposes, is your consent. The use of necessary cookies however is our legitimate interest and as such no consent would be required.

Why do we use cookies?

Cookies are small text files that can be used by websites to make a user's experience more efficient. The law states that we can store cookies on your device if they are necessary for the operation of this site. For all other types of cookies, we need your permission.

Does this policy change?

We may update our Cookie Policy from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. We recommend that you check here periodically for any changes to our Cookie Policy.

Who should I contact for more information?

If you have any questions or comments about our Cookie Policy or wish to exercise your rights under applicable laws, please contact us.