

# INFORMATION ABOUT COOKIES

We value the trust you place in us and we take our responsibility to protect your privacy very seriously. This page explains how we use cookies, what information we collect using cookies and how we use cookies to improve the services we provide via this website.

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## > WHAT ARE COOKIES?

Cookies are small pieces of data in text file format that websites save on your computer. They allow websites to 'remember' you and your preferences.

By remembering preferences, they can improve your website experience by removing the need to re-enter information every time you visit.

They can also measure how you use a site, so that potential improvements can be made.

None of the cookies used for our sites can be used to identify you personally.

More information about cookies can be found at <http://aboutcookies.org>

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## > HOW WE USE COOKIES

This website, [www.eversholt-innovations.co.uk](http://www.eversholt-innovations.co.uk), uses third-party Google Analytics cookies in a variety of places. Your browser settings can be set to refuse all cookies. You can also set your browser to alert you whenever a cookie is being sent.

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## > WE USE GOOGLE ANALYTICS COOKIES

In order to measure key statistics about this website, we use third-party Google Analytics cookies. They don't collect any personal information that could be used to identify you. All data collected by Google Analytics cookies is anonymous.

The type of data collected includes the pages visited, the length of time on each page, where a visitor has come from (e.g. a search engine) and what links are clicked on. Google does not use or share our analytics data.

Google offers a browser plugin that allows users to opt out of its analytics.

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## > DO YOU HAVE CONCERNS ABOUT OUR COOKIES?

We understand that some people have concerns about cookies and their ability to store data. We also appreciate that the types of cookies that cause concerns are those that hold personal information that could identify a user (such as a name, email address or billing details) and those that track a user's activities across multiple sites.

[www.eversholt-innovations.co.uk](http://www.eversholt-innovations.co.uk) does not use any first-party cookies to hold any personal information or track users across multiple sites.

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> **FIND OUT MORE ABOUT COOKIES**

For more information about how to manage cookies and their uses, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

For information about the amendment to the EU Privacy and Electronic Communications Directive, visit the Information Commissioner's Office website at [www.ico.gov.uk/for\\_the\\_public/topic\\_specific\\_guides/online/cookies.aspx](http://www.ico.gov.uk/for_the_public/topic_specific_guides/online/cookies.aspx)

You can also contact us with any concerns about cookies on our website by emailing [London.Office@eversholtrail.co.uk](mailto:London.Office@eversholtrail.co.uk)