

# **Cookies Policy**

This Cookies Policy sets out the basis on which we, TOP Network Group Ltd (also trading as TOP Network) use cookies and similar technologies on or in relation to our website. This Cookies Policy is effective from 1 October 2020.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled <u>About cookies</u>.

For information on how you consent and how you can withdraw your consent to us placing nonessential cookies and other technologies on your computer or device, see the section below entitled <u>How to accept or reject cookies</u>.

# Contents

- About cookies
- Essential cookies
- Non-essential cookies
- How to accept or reject cookies
- Copyright, credit and logo

#### About cookies

#### What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

#### Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

<u>Non-essential cookies</u>: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

### **Essential cookies**

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested.

#### How to opt out of essential cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.



You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled <u>How to accept or reject cookies</u>

### **Non-essential cookies**

We use the following types of non-essential cookies on our website:

- Functional cookies
- Analytical (or performance) cookies

#### **Functional cookies**

These are cookies that are designed for purposes such as enhancing a website's functionality. These are either not strictly essential for the website or functionality which you have requested to work, or are cookies which serve non-essential purposes in addition to their essential purpose.

How to opt in or out from functional cookies

See the section below entitled How to accept or reject cookies

#### More information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <a href="https://support.google.com/analytics/answer/6004245">https://support.google.com/analytics/answer/6004245</a>

For information on how Google uses data from cookies it uses, please visit <u>www.google.com/policies/privacy/partners/</u>

How to opt in or out from analytical cookies

See the section below entitled How to accept or reject cookies

To opt out of Google Analytics tracking across all websites in general, you can do so here: <u>http://tools.google.com/dlpage/gaoptout</u>

How to opt in or out from advertising cookies

See the section below entitled How to accept or reject cookies

#### Third party cookies

Third parties use cookies to analyse your use of our website and/or to display advertisements (including third party advertisements to you *such as Google AdWords*.

#### More information

For information about the cookies Google uses in relation to the above, see the 'Advertising' section on the Types of cookies used by Google page in Google's cookies policy, which is available here: <u>https://www.google.com/policies/technologies/types/</u>

For information about how Google uses data from cookies for its own purposes, please visit the following link <u>www.google.com/policies/privacy/partners/</u>

How to opt in or out from third party cookies

See the section below entitled How to accept or reject cookies



# How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies. Some of the main methods of doing so are described below:

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting <u>www.allaboutcookies.org</u>

### Accepting or rejecting cookies

#### Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <u>https://support.google.com/chrome/answer/95647?hl=en-GB</u>
- Mozilla Firefox: <u>https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History</u>
- Microsoft Internet Explorer: <u>https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer</u>
- Apple Safari: <u>https://support.apple.com/kb/PH5042?locale=en\_US</u>

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third party applications which you can add to your browser to block or manage cookies.

#### Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

# **Google Adsettings**

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here <u>https://adssettings.google.com/</u> and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here: <u>https://support.google.com/ads/answer/7395996</u>

# Google Analytics Opt-out Browser Add-on



You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <u>http://tools.google.com/dlpage/gaoptout</u>

# Copyright, credit and logo

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit <u>https://gdprprivacypolicy.org</u>

The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved. Where we display the GDPR Privacy Policy logo on our website, this is used to indicate that we have adopted a privacy policy template provided by GDPR Privacy Policy as the basis for this Privacy Policy.