

MMT Digital Cookie Policy

MMT Digital

1 INTRODUCTION

Welcome to MMT's Cookie Policy.

This Cookie Policy explains how MMT ("Company", "we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our website at <https://mmtdigital.co.uk/>, ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

2 WHAT ARE COOKIES

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, MMT) are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g., like advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

3 WHY DO WE USE COOKIES?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "Necessary" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Websites. Third parties serve cookies through our Website for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first- and third-party cookies served through our Websites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Website you visit) in section 5

4 HOW DO I CONTROL THE FUNCTION OF COOKIES WHILE BROWSING THE MMT SITE?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Necessary cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below in Section 5.

5 WEBSITE COOKIE LIST

Functional/Strictly Necessary Cookies

Cookie	Provider	Expiry	Function	Location
CMSCsrCookie	Mmtdigital.co.uk	Session	Store's a security token that the system uses to validate all form data submitted via POST requests. Helps protect against Cross site request forgery.	
ASP.NET_Session Id	Mmtdigital.co.uk	Session	General purpose platform session cookie, used by sites written with Microsoft .NET based technologies. Usually used to maintain an anonymised user session by the server.	
__cf_bm	Vimeo.com	30 Minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	
AnalyticsSyncHistory	Linkedin.com	1 Month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	
ASP.NET_Session Id	Mmtdigital.co.uk	Session	General purpose platform session cookie, used by sites written with Microsoft .NET based technologies. Usually used to maintain an anonymised user session by the server.	

CMSCsrCookie	Mmtdigital.co.uk	Session	Store's a security token that the system uses to validate all form data submitted via POST requests. Helps protect against Cross site request forgery.	
li_gc	Linkedin.com	6 Months	Used to store guest consent to the use of cookies for non-essential purposes	
CMSCsrCookie	Mmtdigital.co.uk.co.uk	Session	Store's a security token that the system uses to validate all form data submitted via POST requests. Helps protect against Cross site request forgery.	

Analytics/Statistics Cookies

Cookie	Provider	Expiry	Function	Location
void	Vimeo.com	2 years	Vimeo installs this cookie to collect tracking information by setting a unique ID to embed videos to the website.	
_ga	Mmtdigital.co.uk (via Google Analytics)	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	
_gat	Mmtdigital.co.uk (via Google Analytics)	1 day	Used by Google Analytics to throttle request rate.	
_gid	Mmtdigital.co.uk (via Google Analytics)	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	
VisitorStatus	Mmtdigital.co.uk	20 years	Indicates if the visitor is new or returning. Used for tracking the visitors statistic in Web analytics.	
CMSLandingPage Loaded	Mmtdigital.co.uk	20 minutes	Indicates that the landing page has already been visited and the Landing page activity is not logged again for the current visitor. Expires after 20 minutes and the expiration period of the key is renewed every time the website is accessed again.	

Targeting Cookies

Cookie	Provider	Expiry	Function	Location
bscookie	Linkedin.com	1 year	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	

lidc	Linkedin.com	1 day	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	
bcookie	Linkedin.com	1 year	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	
_lfa	Mmtdigital.co.uk	2 years	Leadfeeder cookie collects the behavioral data of all website visitors. This includes; pages viewed, visitor source and time spent on the site	
_gcl_au	Mmtdigital.co.uk	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	
UserMatchHistory	Linkedin.com	1 month	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	

Other Cookies

Cookie	Provider	Expiry	Function	Location
lang	Linkedin.com	Session	Used to store language preferences, potentially to serve up content in the stored language.	
CMSPreferredCulture	Linkedin.com	1 year	Set by the Kentico CMS to identify the language of the page, stores a language-country code combination	

6 WHAT ABOUT OTHER TRACKING TECHNOLOGIES, LIKE WEB BEACONS?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Website or opened an e-mail including them.

This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

7 **INTERNATIONAL TRANSFERS**

As can be seen in Section 5, certain cookies involve transfers of data to 3rd countries (i.e., the United States).

By consenting to the third-country cookies, you are agreeing that your data may be transferred to third countries where the same level of data protection as in the EU cannot be guaranteed. There is a risk that non-European authorities and third parties may gain access to this data. We have no knowledge of which authorities and third parties could access your data and how long, where and for what purpose this data could be used. You can revoke your consent at any time. For more information, please see our privacy policy

8 **HOW OFTEN WILL THIS POLICY BE UPDATED?**

We will update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

If you have any questions about our use of cookies or other technologies, please email us at: marketing@mmtdigital.co.uk