

Publicity Services Ltd – Cookie Policy

We use cookies and similar devices across our websites to improve their performance and enhance visitor experience. This policy explains how we do that.

What are cookies?

Cookies are small text files that a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. Web beacons or other similar files can also do the same thing. We use the term “cookies” in this policy to refer to all files that collect information in this way.

Cookies serve a number of functions; they can help us to remember your username and preferences, analyse how well our website is performing, or even allow us to recommend content we believe will be relevant to you.

Certain cookies contain personal information – for example, if you click to “remember me” when logging in, a cookie will store your username. Most cookies won’t collect information that identifies you, and will instead collect more general information such as how users arrive at and use our websites, or a user’s general location.

What sort of cookies does Publicity Services use?

Generally, our cookies are used to analyse how visitors use our websites and to monitor website performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages.

We might also use functionality cookies to provide you with enhanced services such as allowing you to watch a video online or comment on a blog.

Finally, we may use or allow third parties to serve cookies that fall into the categories above. For example, like many companies, we use Google Analytics to help us monitor our website traffic. We may also use third party cookies to help us with market research, revenue tracking, improving site functionality and monitoring compliance with our terms and conditions and copyright policy.

Can a visitor block cookies?

The simple answer is yes, but we would prefer that you did not do this when visiting our site as the cookies we use are aimed at helping us to monitor the website’s performance, improve content and enhance the visitor experience. Disabling cookies might affect your enjoyment of our site.

The first time you accessed our website after 21 October 2013, you should have seen a small pop-up window appear at the bottom of your browser’s window explaining that by continuing to access our site, you are consenting to our use of cookies.

However, if you do wish to disable our cookies you should adjust the appropriate privacy settings on your web browser.

More detail on how businesses use cookies is available at www.allaboutcookies.org.

If you have any queries regarding this Cookie Policy please contact us by e-mail at info@publicityservices.co.uk.

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