

GRADBASE LIMITED
COOKIES POLICY
May 2018

COOKIES

Our site (like most platforms) uses cookies and other similar technology such as ‘web beacons’.

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website or mobile application. Cookies are then sent back to the originating site on each subsequent visit, or to another site that recognises that cookies. You can find out more information about cookies at cpdso.allaboutcookies.org.

Cookies are widely used in order to make sites work, or to work more efficiently, as well as to provide information to the owners of the platform.

We use cookies to enhance the online experience of our visitors (for example, by remembering your language and/or product preferences) and to better understand how our site is used. Cookies may tell us, for example, whether you have visited our site before or whether you are a new visitor. They can also help to ensure that adverts you see online are more relevant to you and your interests.

Types of cookies

There are two broad categories of cookies:

First party cookies, served directly by Gradbase Limited (“Gradbase”) to your computer or mobile device. They are used only by Gradbase to recognise your computer or mobile device when it revisits our site.

Third party cookies, which are served by a service provider on our site, and can be used by the service provider to recognise your computer or mobile device when it visits other sites. Third party cookies are most commonly used for platform analytics or advertising purposes.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are ‘session cookies’, meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are ‘permanent cookies,’ meaning that they survive after your browser is closed. They can be used by the site to recognise your computer or mobile device when you open your browser and browse the Internet again.

What cookies do we use?

Our site uses the following types of cookies:

Type of cookie	Purpose
<i>Essential cookies</i>	These cookies are essential to provide you with services available through our

	site and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like transactional pages and secure login accounts, would not be possible.
<i>Analytics cookies</i>	<p>These cookies are used to collect information about how visitors use our site. The information gathered does not identify any individual visitor and is aggregated. It includes the number of visitors to our site, the sites that referred them to our site and the pages that they visited on our site.</p> <p>We use this information to help operate our site more efficiently, to gather broad demographic information and to monitor the level of activity on our site.</p>
<i>Performance cookies</i>	<p>These cookies collect information about how visitors use the site, so that we can analyse traffic and understand how our visitors use our sites. We use Google Analytics for this purpose. Google Analytics uses its own cookies. These cookies don't collect information that identify a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the site works. You can find out more information about Google Analytics cookies here:</p> <p>https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</p> <p>You can avoid the use of Google Analytics relating to your use of our site by downloading and installing the browser plugin available via this link: http://tools.google.com/dlpage/gaoptout?hl=en-GB</p>
<i>Functionality cookies</i>	<p>These cookies allow our site to remember choices you make (such as your user name, or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.</p>
<i>Social media cookies</i>	<p>These cookies are used when you share information using a social media sharing button or "like" button on our sites or you link your account or engage with our content on or through a social networking site such as Facebook, LinkedIn, Twitter or Google+. The social network will record that you have done this. This information may be linked to targeting/ advertising activities.</p>

How to control or delete cookies

Consent and Control

Before Cookies are placed on your computer or device, you will be shown a pop up prompt stating:

This website uses cookies to store information on your computer. Some of these cookies are used for visitor analysis, others may be necessary for the website to function properly. You should configure your browser to only accept the cookies you wish to approve, or leave this website.

By clicking “OK”, “Yes”, or continuing to use Our Site you are giving your consent to the placing of Cookies and are enabling us to provide the best possible experience and service to you. You may not wish to consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended. You can return to your Cookie preferences to review and/or change them at any time by changing your browser settings so that cookies from this Site cannot be placed on your computer or mobile device. In order to do this, follow the instructions provided by your browser (usually located within the “help”, “tools” or “Edit” facility).

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

The links below provide instructions on how to control Cookies in all mainstream browsers:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=enGB>

Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoftedge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

Safari (macOS):

https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

Safari (iOS): <https://support.apple.com/en-gb/HT201265>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

Android:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en>

(Please refer to your device’s documentation for manufacturers’ own browsers)

Changes to this Cookie Policy

We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.

In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

Further Information

If you would like to know more about how we use Cookies, please contact Us at contact@gradba.se, by telephone on +44 (0) 7528 227451 or by post at 38 St. Martin's Lane, Apt 4.1, London, England, WC2N 4ER.

Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit cpdso.allaboutcookies.org and cpdso.youronlinechoices.eu.

For more information about privacy, data protection and our terms and conditions, please visit the following

cpdso.gradba.se/privacy_policy

cpdso.gradba.se/web_terms

cpdso.gradba.se/acceptable_use