Cookies Policy

This Cookies Policy sets out the basis on which we, nFocus, use cookies and similar technologies on or in relation to our website, https://www.nfocus.co.uk/ (our **website**). nFocus Testing is a trading name of nFocus Limited.

This Cookies Policy is effective from 25th May 2018. This also covers all activity undertook on our blog blog.nfocussoftwaretesting.com

'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 About cookies.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled How to accept or reject cookies.

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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.

Non-essential cookies: 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).

Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.
Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.
Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First and third party cookies

Cookies can be classified as 'first party' or 'third party'.
First party cookies: these are cookies placed on your device by our website domain.
Third party cookies: these are cookies placed on your device by third party website domains.
If you require further information about cookies in general, please visit www.allaboutcookies.org

List of cookies used

We use the following cookies on or in relation to our website:

Name of Cookie	Essential or Non-essential?	Type of cookie	First or Third party?	Session or Persistent?	Expiry Time	Purpose
_ga	Non-essential	Analytical	Third party	Persistent	2 years	Google Analytics cookie used to distinguish users on a website to generate statistical information about their use of the website
_gid	Non-essential	Analytical	Third party	Session	Session	This cookie allows Google to collect analytical information for Universal Analytics such as where visitors landed on the site and which pages they viewed. Universal Analytics is more detailed than Google Analytics.
Gwcc	Non-essential	Analytical	Third party	Persistent	3 months	Persistent cookies are used by Google Analytics to track users' movements through our site. No personal information about you is collected.

_cfduid	Non-essential	Analytical	Third Party	Persistent	1 year	The "__cfduid" cookie is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information.
_gat	Non-essential	Analytical	Third party	Persistent	Persistent	This cookie allows Google to collect analytical information for Universal Analytics such as where visitors landed on the site and which pages they viewed. Universal Analytics is more detailed than Google Analytics.
IDE	Non-essential	Retargeting	Third party	Session	2 years	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
NID	Non-essential	Targeting	Third party	Session	6 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
YSC	Non-Essential	Analytical	Third party	Persistent	Persistent	Registers a unique ID to keep statistics of what videos from You Tube the user has seen

_ptq.gif	Non-Essential	Marketing	Third Party	Session	Session	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
__hs_opt_out	Non-Essential	Analytical	Third Party	Persistent	13 months	This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again. This cookie is set when you give visitors the choice to opt out of cookies.
__hs_do_not_track	Non-Essential	Analytical	Third Party	Persistent	13 months	This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different from opting out of cookies, as it still allows anonymized information to be sent to HubSpot.
hs_ab_test	Non-Essential	Analytical	Third Party	Session	Session	This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.
<id>_key	Non-Essential	Analytical	Third Party			When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again. The cookie name is unique for each password-protected page.
__hstc	Non-Essential	Analytical	Third Party	Persistent	13 months	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current

						timestamp (this visit), and session number (increments for each subsequent session).
hubspotutk	Non-Essential	Analytical	Third Party	Persistent	13 months	This cookie is used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
__hssc	Non-Essential	Analytical	Third Party	Persistent	30 mins	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.
__hssrc	Non-Essential	Analytical	Third Party	Session	Session	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.

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. We use the following essential cookies on our website:

- Third party session cookies to recognise whether you have accepted the use of cookies on our website.

Legal basis for processing: we process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interests:** ensuring our site functions properly and providing you with online services 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 How to accept or reject cookies

Non-essential cookies

We use the following types of non-essential cookies on our website:
- **Functional cookies**
- **Analytical (or performance) cookies**
- **Targeting (or advertising) 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. We use the following functional cookies on our website:

How to opt in or out from functional cookies
See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from functional cookies
Legal basis for processing: we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device.
Legitimate interests: improving your website experience and providing or enhancing the website functionality you have requested.

For further information on how we use the information gathered from our use of functional cookies, please see the section entitled <u>Our use of automated decision making and profiling</u> in our privacy policy, which is available on our website.

Analytical (or performance) cookies

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

  We use Google Analytics cookies on our website. Google Analytics cookies help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on, your location (based on your IP address).

  The Google Analytics cookies used on our website are: _ga, _gat and _gid. These cookies are persistent cookies.

  We also use Hubspot cookies on our website. These cookies help us with our contact forms and tell us about how you engage with our website, and if you are a returning user.

  The Hubspot cookies used on our website can be found in the table above.

  The information we collect using analytical cookies is collected on an anonymised basis.

<u>More information</u>
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: <u>https://support.google.com/analytics/answer/6004245</u>
For information on how Google uses data from cookies it uses, please visit
<u>www.google.com/policies/privacy/partners/</u>

<u>How to opt in or out from analytical cookies</u>
See the section below entitled <u>How to accept or reject cookies</u>
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>

<u>Processing information about you contained in or obtained from analytical cookies</u>
Legal basis for processing: we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate interests: analysing how individuals use our website to help us improve our website and business. For further information on how we use the information gathered from our use of analytical cookies, including profiling, please see the section entitled <u>Our use of automated decision making and profiling</u> in our privacy policy, which is available on our website.

Targeting (or advertising) cookies

Targeting (or advertising) cookies record information about your visit to and use of our website, for advertising purposes. We use the targeting cookies for the following purposes on our website:

- first party persistent cookies to display advertisements to you based on your interests and to measure their effectiveness.

- first party persistent cookies to remarket advertisements to you on other websites you visit.

How to opt in or out from advertising cookies
See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from advertising cookies
Legal basis for processing: we process information about you contained in or obtained from advertising cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).
Legitimate interests: displaying advertisements to you about our products and services or further information on how we use the information gathered from our use of advertising cookies, including automated decision making and profiling please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available on our website.
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 advertisement conversion tracking such as Google AdWords. Third party cookies used in relation to our website include:

- Google AdWords cookies to track whether you have come to us via an advertisement we have placed on a search engine results page and elsewhere across the internet, such as another website and to record information relating to how you came to us such as your location when you accessed our website, the time of day you visited and the device you were using. Google may use different cookies to track how you came to our website depending on what advertisement you clicked on and where.

- Google remarketing cookies to display advertisements to you about our goods and services across the internet, including on other websites you visit. Google uses cookies to display advertisements to you about our products and services on other websites and locations across the internet based on the fact that you have visited our website. Google may also display other advertisements across the internet to you about third party services using the Google AdSense network, although this is beyond our control. For more information about Google remarketing, click here: https://support.google.com/adwords/answer/2453998?hl=en

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: https://www.google.com/policies/technologies/types/
For information about how Google uses data from cookies for its own purposes, please visit the following link www.google.com/policies/privacy/partners/

How to opt in or out from third party cookies
See the section below entitled How to accept or reject cookies

Processing information about you contained in or obtained from third party cookies
Legal basis for processing: we process information about you contained in or obtained from third party cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).
Legitimate interests: the purposes for which we use the third party cookies as described above. For further information on how we use the information gathered from our use of third party cookies, including automated decision making and profiling, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available on our website.

Other technologies

Facebook Pixel

We use Facebook Pixel on our website. Facebook Pixel is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services. You can find out more about how Facebook handles information they collect about you and other individuals by accessing their privacy policy, which is available here: https://www.facebook.com/about/privacy

How to opt in or out

See the section below entitled How to accept or reject cookies

Legal basis for processing: we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interest:** analysing the effectiveness of our advertisements on Facebook. For further information on how we use the information gathered from our use of Facebook Pixel , including automated decision making and profiling please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available on our website.

How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. 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 www.allaboutcookies.org

Accepting or rejecting cookies

Cookie control tool

You can accept or reject non-essential cookies by using our cookie management tool on our website.

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

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.

Microsoft Edge

You can manage and opt out of cookies on Microsoft Edge by visiting Microsoft's settings and help page here https://support.microsoft.com/en-gb/help/4468242/microsoft-edge-browsing-data-and-privacy-microsoft-privacy and by:
- clicking 'Settings', and 'Clear Browsing Data'
- selecting the passwords and cookies to clear. You can also choose to always clear history when you close the browser.

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 https://adssettings.google.com/ 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: https://support.google.com/ads/answer/7395996

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: http://tools.google.com/dlpage/gaoptout

Facebook Pixel
You can block Facebook Pixel using our cookie control tool.

Disconnect for Facebook
You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the too here:

- For Chrome: https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nnkndeagapifodhlebifbgbonbfmlnfm?hl=en
- For Firefox: https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/

European Interactive Digital Advertising Alliance Tool
You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting http://www.youronlinechoices.com, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

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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.