# Cookies Policy

This Cookies Policy sets out the basis on which we, Bridgewood & Neitzert Ltd, use cookies and similar technologies on our website, https://bridgewoodandneitzert.london/ (our **website**).

We may update this Cookies Policy from time to time in order to keep you fully informed about our latest practices involving cookies and similar technologies on our website. You should check this Cookies Policy each time you visit our website in order to find out whether our use of cookies and similar technologies has changed. The effective date of this Cookies Policy is 15th March 2018.

We recommend that you print a copy of this Cookies Policy for your records.

**Contents**

**About cookies**

Cookies are data files that are sent between web servers and web browsers, processor memory or hard drives (clients) to recognise a particular user's device when the user accesses a website. They are 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.

Cookies can be classified as either 'session' or 'persistent' cookies. Session cookies are placed on your browser when you access a website and last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies are placed on your computer when you access a website and expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

Cookies will be set either by our website domain or by third party domains on our behalf. Cookies set by us on our website domain are referred to as 'first party' cookies. Cookies set by third party domains or set on or via our website domain on behalf of third parties are referred to as 'third party' cookies.

Cookies do not usually contain personal information. Cookies may, however, be used in combination with other information to identify you.

We use first party cookies on our website, and both session and persistent cookies.

If you require further information about cookies in general, please visit www.allaboutcookies.org

## Types of cookies used

### Essential cookies

These are cookies which are necessary in order for us to run our website and its essential functions. We use essential cookies for the following purposes on our website:

- to administer our website.

- to ensure our website functions properly when you interact with it.

- for storing information about your shopping cart and the items you have placed in it.

- for processing payments for goods and services you purchase on or via our website.

- for logging into password protected areas or accessing other secure areas of our website.

- for remembering information, you have inserted in a form on our website.

### Functional cookies

These are cookies that store information about your preferences and recognise you whenever you return to a website, in order to improve your website experience and personalise it for you. We use functional cookies for the following purposes on our website:

- to recognise you when you return to our website.

- to improve your experience of our website.

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

- to recognise the type of browsing device you are using, including your browser and browser settings, for the purpose of displaying our website to you in an appropriate format.

- to remember the language in which to display our website to you.

- to remember your preferences regarding our website's appearance.

- for the purpose of providing our live chat service.

- for the purpose of providing our contact form enquiry service.

- to recognise when you watch videos on our website and which videos you watch.

- to recognise when you comment on our blog.

**Analytical or performance cookies**

Analytical cookies track and gather data about what a user does on a website. We use analytical cookies for the following purposes on our website:

- to analyse users' access to and use of our website and its features e.g. using Google analytics or third-party analytics

- to improve our website, including its usability, functionality, content and user experience.

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

**Targeting cookies**

Targeting 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:

- to display advertisements to you based on your interests and to measure their effectiveness.

- to track whether you have come to us via an advertisement we have placed on [a search engine results page] **OR** [another website] and to record information relating to how you came to us such as your geographical location when you accessed our website, the time of day you visited and the device you were using. We use this information to target our advertisements more effectively or in analysing statistics about users accessing our website.

- to remarket advertisements to you on other websites you visit.

**Third party cookies**

Third parties may use cookies on, via, or in relation to our website in order to analyse your use of our website and/or to display advertisements (including third party advertisements) to you and advertisement conversion tracking such as Google AdWords. Third party cookies used in relation to our website include:

- Google Analytics cookies. Google uses cookies to collect and process data about how users use websites, including for the purpose of tracking such data on an anonymous basis. For more information on how Google uses data when you use our partners' sites or apps, please visit www.google.com/policies/privacy/partners/

- Google AdWords cookies. Google uses cookies linked to advertisements on Google to track access to our website and other websites and other data. For information on how Google uses data from Google AdWords cookies, please visit www.google.com/policies/privacy/partners/

- Google AdWords remarketing cookies. Google uses cookies linked to advertisements placed across the internet by Google, including on third party websites. Google uses these cookies to track access to our website via those advertisements as well as for collecting other data. Advertisements that are displayed to you in relation to our goods and services are displayed to you based on your use of our website. For information on how Google uses data from Google AdWords remarketing cookies, please visit www.google.com/policies/privacy/partners/. You can stop Google using such cookies by opting out here: https://www.google.com/policies/technologies/ads/

- Google AdSense cookies. Google uses cookies linked to third party advertisements placed across the internet, including on our website. Google uses these cookies to track users' access and use of our website via such advertisements and for the purpose of collecting other data about users. Advertisements that are displayed to you in relation to our goods and services are displayed based on your use of our website. Third parties also use the data they gain from AdSense advertisements on our website when you click on their advertisements, as well as anonymous statistical data such as the number of people who have viewed their advertisements. For information on how Google uses data from Google AdSense cookies, please visit www.google.com/policies/privacy/partners/. You can stop Google using such cookies by opting out here: https://www.google.com/policies/technologies/ads/

We cannot be responsible for the ways in which third parties use information about you which they gather from their use of cookies.

**Web beacons**

We [and any marketing companies we use] also embed web beacons [in our marketing emails [and/or] on our website]. Web beacons are small GIF image files which enable us to track your receipt of our marketing emails, how often you view our adverts or website pages, your location, IP address and browser information. Web beacons are activated whenever you open a marketing email or access a page on our website which contains a web beacon. Web beacons transmit data when you view them but are not capable of accessing any other information on your computer. Web beacons are not stored on your hard drive unless you download a GIF image containing them. Some (but not all) browsers enable you to restrict the use of web beacons by either preventing them from sending information back to their source (for example, when you choose browser settings that block cookies and trackers), or by not accessing the images containing them (for example, if you select a 'do not display images (in emails)' setting in your email server).

**How to accept or reject cookies**

The easiest way to accept or reject some or all cookies used by a website is to adjust 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. There are also third-party applications which you can add to your browser to block or manage cookies.

You can opt out of Google Analytics tracking by visiting
http://tools.google.com/dlpage/gaoptout

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 can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org

**Copyright, credit and logo**

This Cookies Policy is based on a General Data Protection Regulation (Regulation (EU) 2016/769) compliant template provided by GDPR Privacy Policy. For further information, please visit https://gdprprivacypolicy.org

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Where we display the GDPR Privacy Policy logo on our website, this is used to indicate that we have adopted such a template as the basis for our privacy policy.