DAY GROUP LTD

IT Department

Cookies Policy

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Cookies Policy

1 Visitors To Our Website: What Are Cookies?

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device, such as a computer or mobile phone. This information includes small files known as cookies. They cannot be used to identify you personally.

2 Use of Cookies by Day Group Ltd

We use cookies to improve services for you by, for example:

- enabling a service to recognise your device so you do not have to give the same information several times during one task
- recognising that you may already have given a user name and password so you do not need to do it for every web page requested
- measuring how many people are using services, so that their usability may be improved and to verify that there is enough capacity to ensure they are fast
- analysing anonymised data to help us understand how people interact with our services so we can improve them.

You can manage these small files and learn more about them here. There is also further information on how to remove cookies at the "All About Cookies" website.

3 First Party Cookies (Cookies Set by Us)

These are cookies set by our web domain known as 'first party' cookies. Some are necessary to the functionality of the site, others provide us with information that we analyse to monitor and improve the site. These first party cookies do not store or collect any personal information or anything that could make you personally identifiable to us. Typically, the cookies generate a random, unique number to store information about a user, therefore ensuring anonymity.

4 Cookies Required for Managing Your Current Visit

We provide details of the cookies we use during your visit to our website:

The cookie notice is called cookie_notice_accepted and is only set if the user clicks OK on the cookie prompts. This is purely set in order to remember the user's choice and is set for one month.

5 Cookies for Measuring Website Usage

We use a third party service, Google Analytics, to collect standard log information and details of our visitor behaviour patterns. This involves the use of cookies specific to Google Analytics.

6 Google Analytics Cookies:

_utma, _utmb, _utmc, _utmv, _utmd,_utmz

Purpose: to record how many people are using the website and how they move around the site once they have arrived. For more information, see Google's privacy policy.

7 Data Stored by Cookies:

_utma stores each user's number of visits and the time of the first, previous and current visit
_utmb and _utmc checks how long a visitor stays on the site: when a visit starts and ends
_utmz tracks where a visitor came from (search engine, search keyword, link)
_utmv and _utmd track visitor journeys through the site and classify them into groups

8 Duration of Cookies:

_utma expires two years after your last visit to this site
_utmb expires 30 minutes after your visit, or after 30 minutes of inactivity
_utmc expires at the end of a session (when you close your browser)
_utmz expires six months after it was last set
_utmv (not set) expires immediately
_utmd (not set) expires immediately

gtag.js and analytics.js
The analytics.js JavaScript library is part of Universal Analytics and uses first party cookies to distinguish unique users and throttle the request rate.

9 Cookies Used:

_ga – used to distinguish users; expires after 2 years
_gid – used to distinguish users; expires after 24 hours
_gat – used to throttle the request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>; expires after 1 minute
AMP_TOKEN – contains a token that can be used to retrieve a Client ID from AMP Client ID service.
gac<property-id> – contains campaign-related information for the user. If Google Analytics and AdWords accounts are linked, AdWords website conversion tags will read this cookie unless you opt-out; expires after 90 days.

10 How to Control and Delete Cookies

We will not use cookies to collect personally identifiable information about you. However, if you wish to restrict or block the cookies which are set by our website, or any other website, you can do this through your browser settings. The 'Help' function within your browser should tell you how.

Alternatively, you may wish to visit the "All About Cookies" website, which contains comprehensive information on a wide variety of browsers. You will also find details on how to delete cookies from your machine as well as more general information.

Please be aware that restricting cookies may have an impact on the functionality of our website. If you wish to view your cookie code, click on a cookie to open it. You will see a short string of text and numbers. The numbers are your identification card, which can only be seen by the server that gave you the cookie.

For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual. To opt-out of third parties (such as Google) collecting any data regarding your interaction on our website, please refer to their websites for further information.

11 Log Files

We use IP addresses to analyse trends, administer the site, track user movement and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

12 Search Engine

Our website does not have a search engine facility.

13 Security

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, their information is protected both online and offline.

We do everything in our power to protect user information offline. Access to all our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job are granted access to personally identifiable information.

If you have any questions about the security of our website, please contact our web designers at: hello@atelier-studios.com.