

## POISE FINANCIAL PLANNING – COOKIE POLICY

### INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website and cannot be switched off. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences or filling in forms on the website.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. They also track which pages the visitor goes on the most often and if they get error messages from web pages. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous.
- **Functionality cookies.** These are used to recognise you when you return to our website.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

| Cookie     | Name     | Purpose   | More information  |
|------------|----------|---|---|
| Necessary  | __cfduid | Used by the content network, Cloudflare, to identify trusted web traffic. | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Statistics | _ga      | Registers a unique ID that is used to                                     | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |

|            |                    |   |   |
|------------|--------------------|---|---|
|            |                    | generate statistical data on how the visitor uses the website                                       | <a href="#">ie-types</a>  |
| Statistics | _gat               | Used by Google Analytics to throttle request rate   | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Statistics | _gid               | Registers a unique ID that is used to generate statistical data on how the visitor uses the website | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Statistics | p.gif              | Unclassified  | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Marketing  | r/collect          | Unclassified  | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Marketing  | VISITOR_INFO1_LIVE | Tries to estimate the users' bandwidth on pages with integrated YouTube videos.                     | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |
| Marketing  | YSC                | Registers a unique ID to keep statistics of what videos from YouTube the user has seen.             | <a href="http://www.aboutcookies.org.uk/cookie-types">http://www.aboutcookies.org.uk/cookie-types</a> |

## HOW TO CONTROL COOKIES

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.