

COOKIE POLICY & STATEMENT

We are the STR Group (“STR”).

Our site uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site. By visiting and continuing to browse our website (“our site”), you are accepting and consenting to the practices described in this policy/statement and agreeing to our use of cookies.

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. They are generally used to make website function more efficient. They can also allow you to access information that is bespoke to you as a registered user or to capture and remember your preferences. Lastly, they provide information to those who operate the website for example, enabling them to capture traffic to the site and/or the browser/device being used.

How we use Cookies

We analyse the operation of our site and the behaviour of its users, to improve the website and its usefulness via Google Analytics. This software collates information on how our website is used enabling us to monitor and meet the needs of our users and in turn, pursue continual improvement.

Google Analytics stores information about:

- The web pages visited;
- Time spent on each page;
- The route of the user to the site i.e. organic search, third party link, etc;
- Clicks received whilst the user is on the site.

For clarity, we do not store your personal information; stored cookies cannot identify who you are.

For more information, please visit [Google's uses of information](#) within the [Google Privacy & Terms site](#).

What Cookies do we Use?

We use the following cookies:

- Strictly necessary/essential cookies. These are cookies that are required for the operation of our site. They include, for example, cookies that enable you to log into secure areas of our site;
- Analytical/performance cookies. These allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily;
- Functionality cookies. These are used to recognise you when you return to our site. This enables us to personalise our content for you, greet you by name and remember your preferences; and
- Targeting cookies. These cookies record your visit to our site, the pages you have visited and the links you have followed. We will use this information to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can 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.

Force24 Cookies & Tracking

STR utilises Force24's marketing automation platform.

Force24 cookies are first party cookies and are enabled at the point of cookie acceptance on our website. The cookies are:

- F24_autoID. This is a temporary identifier on a local machine or phone browser that helps us track anonymous information to be later married up with f24_personid. If this is left anonymous it will be deleted after 6 months.
- F24_personID. This is an ID generated per individual contact in the Force24 system to be able to track behaviour and form submissions into the Force24 system from outside sources per user. This is used for personalisation and ability to segment decisions for further communications.

Both allow STR to understand our audience engagement thus allowing better optimisation of marketing activity.

The information stored by Force24 cookies remains anonymous until:

- Our site is visited via clicking from an email or SMS message, sent via the Force24 platform and cookies are accepted on the website;
- A user of the website completes a form containing an email address from either our site or our Force24 landing pages.

The Force24 cookies are first party, non-essential and persistent; they will remain on a device for 10 years unless they are 'cleared.'

Other Tracking

We also use similar technologies including tracking pixels and link tracking to monitor your viewing activities.

Device & browser type and open statistics

All emails have a tracking pixel (a tiny invisible image) with a query string in the URL. Within the URL, we have user details to identify who opened an email for statistical purposes.

Link Tracking

All links within emails and SMS messages sent from the Force24 platform, contain a unique tracking reference. Again, for statistical purposes only, this reference helps us identify who clicked an email.

How Long do Cookies Last?

We use persistent cookies. This means they remain on a user's device even if they close their browser. They last for a fixed period of time that is defined within each cookie (unless 'cleared' by the user).

Opting Out of Google Analytics

How to delete or change your cookie settings: <https://www.aboutcookies.org/>

Opt-out of Google Analytics cookies: <https://tools.google.com/dlpage/gaoptout?hl=en>

We may also allow Google to collect some anonymised website usage data, such as what web pages are viewed, without the use of cookies. Google provides more information about this service and how you can update your privacy and advertising preferences with them [here](#).

For more information on Google's uses of information, [click here.](#)

For any queries concerning this policy/statement, you can contact us:

- By Post: Legal & Compliance, STR Limited, Quay Point, Northarbour Road, Cosham, Portsmouth, Hampshire, PO6 3TD;
- By Email: LAC@strgroup.co.uk.