

Cookie Policy

General statement of policy

Strategic Safety Systems shall use only the following two types of cookie:

- Strictly necessary cookies, which are essential to navigate around a website and use its features.
- Performance cookies, which collect anonymous data on how visitors use a website; they can't track users, and are only used to improve how a website works.

Strategic Safety Systems shall comply with all appropriate legislation.

Information collected by cookies shall not be personally identifiable.

Signed



Director

Date: 4th June 2012

What are cookies?

For almost any modern website to work properly, it needs to collect certain basic information on its users. To do this, a site will create files known as cookies – which are small text files – on its users' computers. These cookies are designed typically to allow the website to recognise its users on subsequent visits, or to authorise other designated websites to recognise these users for a particular purpose.

Cookies do a lot of different jobs which make your experience of the Internet much smoother and more interactive. For instance, they are used to remember your preferences on sites you visit often, to remember your user ID and the contents of your shopping baskets, and to help you navigate between pages more efficiently. They also help ensure that the advertisements that you see online are more relevant to you and your interests. Much, though not all, of the data that they collect is anonymous, though some of it is designed to detect browsing patterns and approximate geographical location to improve user experience.

Some pages may also contain images called 'web beacons' (also known as 'clear gifs'), which allow website owners to count visitors. Web beacons only collect limited information, including a cookie number, a timestamp, and a record of the page on which they are placed.

Information collected by cookies and web beacons is not personally identifiable.

What types of cookie are there?

Broadly speaking, there are four types of cookie: **strictly necessary** cookies, **performance** cookies, **functionality** cookies and **targeting** or **advertising** cookies.

- **Strictly necessary cookies** are essential to navigate around a website and use its features. Without them, you wouldn't be able to use basic services like shopping baskets and e-billing.
- **Performance cookies** collect anonymous data on how visitors use a website; they can't track users, and are only used to improve how a website works.
- **Functionality cookies** allow users to customise how a website looks for them: they can remember usernames, language preferences and regions, and can be used to provide more personal services like local weather reports and traffic news.
- **Advertising and targeting cookies** are used to deliver advertisements more relevant to you, but can also limit the number of times you see an advertisement, and be used to chart the effectiveness of an ad campaign by tracking users' clicks. They can also provide security in transactions. They are usually placed by third-party advertising networks with a website operator's permission, but can be placed by the operator themselves. They can remember that you have visited a website, and this information can be shared with other organisations, including other advertisers..

What's the law?

Recently, the law on cookies has changed. Now sites that try to place performance, functionality, and targeting and advertising cookies need your permission for before they can place them onto your computer.

How do I turn cookies off?

Most browsers accept cookies automatically, but you can alter the settings of your browser to erase cookies or prevent automatic acceptance if you prefer. Generally you have the option to accept all cookies, to be notified when a cookie is issued or reject all cookies.

User agreement

By continuing to use our site, you agree to the placement of cookies on your device. If you choose not to receive our cookies, we cannot guarantee that all of the site functions will be present.