1 Introduction

1.1 Purpose of this Document

This document forms part of the Personal Data Privacy Statement. It is designed to inform data subjects on what cookies are active on our website, what personal data they track, for what purpose, and whom the data is shared with. It is also designed to inform data subjects what personal data may be shared with social networking media organisations, when accessed via links located on the [Company] website.

1.2 Scope and Constraints

This document applies to Personal Data only, regardless of the media on which it is stored (paper, electronic or otherwise). Retention periods do not apply to anonymous information, namely, *information which does not relate to an identified or identifiable natural person or to personal data rendered anonymous in such a manner that the data subject is not or no longer identifiable.*

1.3 Policy Review, Approval and Continuous Improvement

In line with best practice, this policy has been approved by senior management, along with a commitment to continually improve the Personal Data Management System. This document shall be reviewed (and where necessary, updated) at least once annually, to align with changing business and legal requirements (e.g. Data Protection Bill – reference 2).

1.4 References

-   General Data Protection Regulation
    (ref: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016R0679)
-   General Scheme of Data Protection Bill –Currently in Draft only:
    http://www.justice.ie/en/JELR/General_Scheme_of_Data_Protection_Bill_(May_2017).pdf/Files/General_Scheme_of_Data_Protection_Bill_(May_2017).pdf

2   Cookies

2.1   What are "cookies"?

Cookies are a small text-only files saved on your computer's hard drive, when browsing websites. They are designed to hold data specific to a particular user. They may allow a website "remember" your actions or preferences over a period of time. They help us to improve our website and to deliver a better and more personalised service.

Cookies can be used to:

- Identify users
- Remember users' custom preferences
- Help user's complete tasks without having to re-enter information when browsing from one
- Page to another or when visiting the site later.

Cookies can also be used for online behavioural target advertising and to show adverts relevant to something that the user searched for in the past.

2.2   Types of Cookies

Necessary: These are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website. These cookies are deleted when you close your browser.

Functionality: These cookies are used to recognise you when you return to our website. This enables us to personalise our content for you, and remember your preferences from a previous visit to our website.

Session cookies: These are used to maintain your session when your login or when purchasing a product through our online shop. If you choose to deny this cookie, this will affect your ability to purchase products online or to remain signed in on your account online.

Authentication cookies: They help to identify the user once they have logged in, for the duration of a session (visit to a website).

2.3   Third Party and Tracking cookies

[Company] use third party cookies in order to improve our website, to personalise your experience, track unique visitors and to understand how visitors behave on this website. We also use cookies to make our advertising on other websites more relevant. Using information collected about you for advertising purposes is known as targeted or behavioural advertising. It is possible for such adverts to store a cookie for a third-party site, containing information such as the name of the site, particular products being viewed, pages visited, etc.

2.4   Cookies We Use on Our Website

Cookie Name	Cookie Details
.ASPXAUTH	This cookie is used to determine if a user is authenticated.
TFAValidatedAtTicks	This cookie is used to determine a users last two-factor authentication date/time.
ARRAffinity	This cookie used to affinitize a user to an instance of an Azure Web App. e.g. if an app is scaled out to 10 instances, and a user accesses it from their browser, the ARRAffinity helps keep the user going back to the same app instance, instead of getting a random instance each time. This can be useful for some apps that keep user state in memory.
ASP.NET_SessionId	This cookie is used to identify the users session on the server. The session being an area on the server which can be used to store session state in between http requests.
__RequestVerificationToken	This cookie is used to prevent cross site request forgery attacks.
__utma	This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie.
__utmb	This cookie keeps track how long a visitor spends on the site.
__utmc	This cookie keeps track how long a visitor spends on the site.
__utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites.
__utmz	This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site.
ai_session	The cookie holds a unique value for the users browser session which allows the monitoring of the website's performance more effectively.
ai_user	This cookie holds an anonymous id value which is used to identify a users journey across pages on the website.

2.5   How to manage cookies

Most browsers support cookies, but users can set their browsers to decline them and can delete them whenever they like. Within your browser you can choose whether you wish to accept cookies or not. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, or those from providers that website owners use ("third party cookies"), or those from specific websites.

For Microsoft Internet Explorer:
1. Choose the menu "tools" then "Internet Options"
2. Click on the "privacy" tab
3. Select the setting the appropriate setting

For Mozilla Firefox:

1. Choose the menu "tools" then "Options"
2. Click on the icon "privacy"
3. Find the menu "cookie" and select the relevant options

For Opera 6.0 and further:
1. Choose the menu Files"> "Preferences"
2. Privacy

For Safari:
1. Choose the general settings "> "Preferences"
2. Privacy

You can opt out of behavioural advertising on the web browser you are currently using with an "opt-out cookie" by visiting http://www.youronlinechoices.com/ie/your-ad-choices

3 Social Networking Media Website Links

3.1 Social Networking Site Links

Our website may contain links to external social network sites such as Facebook, LinkedIn, YouTube and Twitter. These external social networks are exclusively operated by their respective owners. All Links to Social networking sites are made clearly visible on our website through the use of representative logos. If you decide to follow these links, you will be directed to a third party website which is not under our control. Cookies and plug-ins may be activated and your browser will establish a link with relative social network site directly.

If you follow the links on our website whilst you are signed into these social network sites, personal information such as user account details and information concerning your visit to our website may be passed to these third party websites. This information may be transferred to and stored to a third party entity.

Your personal information will not be transferred to these third party social networking sites by visiting our website, but may result in personal data being transferred to a social network entity if you decide to click the relevant link.

For further information on third party privacy and cookie policies, please refer to the relevant third party social network's privacy and cookie policies on their websites.

3.2 Social Network Links We Use on Our Website

Vendor Name	Personal Data that may be Collected
None	None

3.3 Contact Details

If you have any questions regarding our cookie policy our privacy policy, please contact us at:

Email: gdpr@graphicalfinancialanalysis.com

This Cookie Policy forms part of the Graphical Financial Analysis Privacy Statement.