

COOKIE POLICY

Cookies collect anonymous information about how visitors use the Cranmore Group (“The Company”) Site, which is then used to help improve the Site. The information collected includes the number of Site visitors, the location from which visitors come to the Site, and the pages they visited. The Company Site captures your IP address and session information such as how long your visit lasted and the type of browser used. This is recognised by the Site and is only used for system administration and to provide statistics, which we use to evaluate how the Site is used.

GOOGLE ANALYTICS

We may use Google Analytics, a web analytics service provided by Google. Google Analytics uses ‘cookies’, which are text files placed on your computer, to help analyse how visitors use The Company Site

FUNCTIONALITY	DESCRIPTION OF COOKIE	COOKIE USED
Determining Visitor Session) The Google Analytics tracking uses two cookies to establish a session. If either of these two cookies is absent, further activity by the user initiates the start of a new session.	__utmb __utmc
) Typical content: randomly generated number	
) Expires: 30 minutes	
Identifying Unique Visitors) Each unique browser that visits a page on the site is provided with a unique ID via the __utma cookie. In this way, subsequent visits to the website via the same browser are recorded as belonging to the same (unique) visitor.	__utma
) Typical content: randomly generated number	
) Expires: two years	
Tracking Traffic Sources & Navigation) When visitors reach the website via a search engine result, a direct link, or an ad that links to the web-page, Google Analytics stores the type of referral information in a cookie. The expiration date for the cookie is set as six months into the future.	__utmz

-) Typical content: randomly generated number and information about how the page was reached (e.g. directly or via a link, organic search or paid search)
-) Expires: six months

For further details on Google Analytics cookies, including those not used by The Company, visit [cookies set by Google Analytics](#).

General

You can choose to refuse cookies or tell your browser to let you know each time that a website tries to set a cookie. However, refusing cookies may mean some sections of the Site will not work properly. For more information about cookies (including how to turn them off) please visit www.allaboutcookies.org