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## Cookie Policy <sup>[1]</sup>

At Sydney Mitchell LLP we believe that you should be fully informed about any data that we may collect, store and use relating to each visit you make to our website. We have therefore created this page for our visitors to ensure visibility and allow you to make an informed decision about whether or not we may store what are known as 'cookies' on your device.

### **New EU cookie law (e-Privacy Directive)**

On the 26<sup>th</sup> May 2012 new legislation came into force regarding the use of 'Cookies' on websites ([read about the legislation here](#) <sup>[2]</sup>). This legislation was drawn up specifically to protect web users from having their personal data mis-used whilst also allowing visitors to be fully aware of the presence, and intended use, of any cookies that are to be deployed on their devices by the websites that they visit.

### **What are cookies?**

**A cookie is a small piece of data that is sent from a website's server to your device (PC, mobile telephone, tablet etc) within a text file.** This piece of text is then stored on your device's hard drive by your internet browser.

The cookie that is stored on your device may contain both anonymous information about your visit to the website or personally identifiable information. When a user browses the same website in the future, the data from the cookie can be used to determine the user's previous activity.

Cookies are widely used on the internet, with the vast majority of websites using them for either usability enhancements or marketing purposes. They help to make using the internet quicker and easier by allowing websites you've visited to remember who you are.

### **How do cookies work?**

When you visit a website that uses cookies, on your first visit to the website (and possibly subsequent visits) your session details are recorded, via cookies, to your device's hard drive.

Upon visiting the website in future your device will check the cookies stored on your hard drive to see if it contains a relevant file for the site. If so, your browser will relay the information and your remembered settings will be displayed accordingly.

Cookies that are passed to your device's hard drive via your internet browser may come from a number of sources including:

- The website itself;
- Advertising banners;
- Graphics that make up a webpage.

## What types of cookies are there & do I consent to their use on my device?

All cookies created and in use on a website fall within 4 clearly defined categories as set out by The International Chamber of Commerce (ICC) - these are highlighted in the following table. You may also read the [\[2\]official guidelines for the classification of cookies here](#) <sup>[3]</sup>.

ICC Cookie Category	ICC Cookie Description	Consent Notice
<b>Strictly Necessary Cookies</b>	<p><b>These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.</b></p> <p>Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.</p>	Consent is not required for us to set these types of cookies.

## Performance Cookies

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**These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages.**

These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

By using our website, [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) <sup>[4]</sup> and online services, you agree that we can place these types of cookies on your device.

## Functionality Cookies

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**These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features.**

For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

By using our website, [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) <sup>[4]</sup> and online services, you agree that we can place these types of cookies on your device.

## Targeting or Advertising Cookies

**These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.**

They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

By using our website, [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) <sup>[4]</sup> and online services, you agree that Sydney Mitchell LLP, and 3rd parties, can place these types of cookies on your device.

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**Source:** [https://ico.org.uk/media/for-organisations/documents/1545/cookies\\_guidance.pdf](https://ico.org.uk/media/for-organisations/documents/1545/cookies_guidance.pdf) <sup>[2]</sup>

## How can I control cookies?

All recent versions of Internet browsers provide a certain amount of cookie control for users.

For the major internet browsers (Microsoft Internet Explorer, Mozilla Firefox, Google Chrome etc) there is typically an 'internet options' area located within your browser which should allow you to review default policy or reject cookies.

To learn more about how to manage and delete cookies, please visit <http://www.allaboutcookies.org> <sup>[5]</sup>.

## What cookies does sydney Mitchell.co.uk use & what are they used for?

We use cookies to monitor how people use our website. This helps us to understand how our customers and potential customers interact and engage with the content of our site, allowing us to develop and improve their design, layout and more relevant content.

On [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) <sup>[4]</sup>, we use a variety of Cookies to both allow for the full functionality of the website and enhance the user experience of visitors to our site. The Cookies serve a number of purposes including:

- Remembering form information such as registration details, search queries and website

login details;

- Allowing for our marketing team to gather website visitor behaviour to improve the website e.g. what pages were visited, in what order, how long was spent on a page.

The following cookies are currently in use on [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) <sup>[4]</sup> (last updated 24/05/2018).

## 'Strictly Necessary Cookies' in use

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.

Cookie	Cookie Description	Opt out details
<b>Sydney Mitchell LLP</b>	<p>On the Sydney Mitchell LLP website we use various session cookies to check whether you are logged into an account.</p> <p>This cookie allows us to record that you have asked the website to remember your login details.</p> <p>If these cookies are disabled/blocked in your browser you will be unable to log in to the Sydney Mitchell LLP website.</p>	<p>You may opt out from us setting and using these cookies by <a href="#">changing your browser settings</a> <sup>[6]</sup>.</p>

## 'Performance Cookies' in use

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages.

Cookie	Cookie Description	Opt out details
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## Google Analytics

Google Analytics is a Google product which gathers statistical data about the visitors to a website for analytical/reporting purposes.

Google Analytics cookies do not contain personally identifiable information such as name, age, or telephone number but rather anonymous information e.g. how long a visitor spent on a website, what pages they viewed, where in the world they visited the website from etc.

**For further information please read:**

- [Cookies & Google Analytics](#) <sup>[7]</sup>
- [Google Analytics privacy page](#) <sup>[8]</sup>
- [Google privacy policy](#) <sup>[9]</sup>

A [Google Analytics opt-out browser add-on](#) <sup>[10]</sup> is available to prevent tracking via popular browsers.

You may opt out from us setting and using these cookies by [changing your browser settings](#)

<sup>[6]</sup>.

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## 'Functionality Cookies' in use

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features.

Cookie	Cookie Description	Opt out details
<b>Sydney Mitchell LLP</b>	<p>On the Sydney Mitchell LLP website we use session cookies to store information about a logged in user such as their user name.</p> <p>This allows us to record that you have asked the website to remember your details so that they don't need to be entered everytime you wish to add comments to blog/news articles.</p>	<p>You may opt out from us setting and using session cookies by <a href="#">changing your browser settings</a> <sup>[6]</sup>.</p>

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## Twitter

Twitter tracks and stores data gathered via widgets, i.e. tweet buttons, follow buttons, embedded tweets and so on to improve their understanding of how you interact with their service.

Twitter also sets a session cookie so you don't need to enter your login details each time you click a Tweet button.

You may opt out from Twitter setting and using session cookies by [changing your browser settings](#)

[6].

**For further details please see the [Twitter privacy policy](#)** [11].

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## LinkedIn

LinkedIn sets a cookie, placed by the LinkedIn share button.

This cookie is used to track which pages you visit and if clicked, passes that information to LinkedIn to include on your profile.

LinkedIn also stores login information so that you don't need to enter your login details each time you click a share button.

You may opt out from LinkedIn setting and using session cookies by [changing your browser settings](#)

[6].

**For further information please read the [LinkedIn privacy policy](#)** [12].

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## 'Targeting Cookies & Advertising Cookies' in use

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.

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Cookie

Cookie Description

Opt out details

## Google Remarketing

When you visit some pages on the [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) [4] website, Google creates a cookie which stores information about your visit.

This information is then used to serve targeted Sydney Mitchell LLP adverts to you as you browse the internet/other websites via Google's DoubleClick services.

**For further information please read:**

- [Google ads on the web](#) [13]
- [Google advertising privacy](#) [14]
- [Google privacy policy](#) [9]

You may opt out from us setting and using these cookies by [changing your browser settings](#) [6].

[Opt out of DoubleClick's use of cookies](#) [15] here.

Opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#) [16].

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Some of the services which [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) [4] provides depend on the presence of a cookie and, if you choose to reject our cookie, certain online features may not be available to you.

Ultimately, on [www.sydney Mitchell.co.uk](http://www.sydney Mitchell.co.uk) [4] the main use of cookies is to to gather general analytics information to improve knowledge and understanding of user preferences.

## Where can I learn more about cookies?

For more information about cookies and their use on the internet, we have compiled the following resources.

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### Cookie Resource

### Resource Description

[allaboutcookies.org](http://allaboutcookies.org)

allaboutcookies.org is a website offering comprehensive information about how to control and delete cookies.

**Find out more:** <http://www.allaboutcookies.org> [17]

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## Information Commissioners Office (ICO)

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To better understand what the requirements are for a website to comply with the latest legislation on cookie use, the ICO has set out some clear guidelines for site owners.

**Find out more:** <http://www.ico.gov.uk/> [18]

## Your Online Choices

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Youronlinechoices.com by the Internet Advertising Bureau UK (IAB UK) outlines how cookies can be used for behavioural tracking. The website clearly explains how adverts can be 'pushed' to you when visit a website, based on your behaviour and interaction with other websites that you may have visited.

**Find out more:** <http://www.youronlinechoices.com/uk/> [19]

## Sydney Mitchell LLP

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If you are concerned about the use of cookies on [www.sydney-mitchell.co.uk](http://www.sydney-mitchell.co.uk) [4] or have any questions that you don't feel this page answers about how your information is used, please do not hesitate to contact us directly.

**Find out more:** [Contact the Sydney Mitchell team online](#) [20] | Call 0121 746 3360 (please request to speak with the marketing team).

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## Links

- [1] <https://www.sydney-mitchell.co.uk/cookie-policy>
- [2] [https://ico.org.uk/media/for-organisations/documents/1545/cookies\\_guidance.pdf](https://ico.org.uk/media/for-organisations/documents/1545/cookies_guidance.pdf)
- [3] [https://www.cookie-law.org/media/1096/icc\\_uk\\_cookiesguide\\_revnov.pdf](https://www.cookie-law.org/media/1096/icc_uk_cookiesguide_revnov.pdf)
- [4] <http://www.sydney-mitchell.co.uk>
- [5] <http://www.allaboutcookies.org/>
- [6] <http://www.aboutcookies.org/Default.aspx?page=1>
- [7] <https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>
- [8] <https://support.google.com/analytics/answer/6004245>
- [9] <http://www.google.com/policies/privacy/>
- [10] <https://tools.google.com/dlpage/gaoptout>
- [11] <https://twitter.com/privacy>
- [12] [http://www.linkedin.com/static?key=privacy\\_policy](http://www.linkedin.com/static?key=privacy_policy)
- [13] <https://www.google.com/settings/ads/onweb/>
- [14] <http://www.google.com/policies/privacy/ads/>
- [15] [https://www.google.com/settings/ads/onweb#display\\_optout](https://www.google.com/settings/ads/onweb#display_optout)
- [16] [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
- [17] <http://www.allaboutcookies.org>
- [18] <https://ico.org.uk/for-the-public/online/cookies/>
- [19] <http://www.youronlinechoices.com/uk/>
- [20] <http://www.sydney-mitchell.co.uk/contact>