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# Psigma Investment Management Limited

## Cookie Policy

Effective Date: 02 April 2018

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## 1. Overview

Like many companies, Psigma (we, us and our) use technology on our website and in our marketing campaigns to collect information that helps us enhance your online experience, discover how you use our website and measure the effectiveness of those campaigns.

At Psigma we respect your concerns about privacy and value the relationship we have with you. The cookies we use allow our website to work and help us to understand what information is most useful to visitors.

## 2. What are cookies?

A cookie is a text file containing information which is downloaded to your desktop or laptop computer, tablet or mobile device when you visit our website. Cookies are useful because they allow our website to recognise your device. Cookies are then sent back to our website on each time you visit, enabling the website to “remember” you or your device. A cookie cannot read data off your hard drive or read cookie files created by other sites.

When we refer to cookies throughout this Policy, we intend to cover all similar devices including web beacons and log files. You can find more information about cookies at All About Cookies (<http://www.allaboutcookies.org>), Your Online Choices (<http://www.youronlinechoices.com/uk/>) or About Cookies (<http://www.aboutcookies.org>).

## 3. The information we collect and why

Part of creating an enjoyable and lasting experience for our customers is to use cookies to process information, in order to better understand what you want from our site. For the same reason, we may obtain information about your general internet usage, by using a cookie file stored on your device.

Examples of the types of information we collect via cookies are:

- How often you visit our website, the pages you visited on our website, your click-through on our website and the total time you spent on our website
- The website you visited before our website
- Whether you have visited our website before or if you are a new visitor
- Your viewing preferences (e.g. layout, sizing preferences, language, etc.)
- Your IP address, browser type and operating system (for system administration; to report aggregate information to our advertisers; and to enable us to recognise you when you return to our website)

**Please note:** we do not collect your name or email address via cookies.

Cookies help us to improve our site and to deliver a better and more personalised service. They enable us to:

- To estimate our audience size and usage pattern
- To store information about your preferences, and so allow us to customise our site according to your individual interests
- To speed up your searches
- Customise your visit: we may use information from your visit to help improve your next visit to our site
- Look at customer trends (we compile information from thousands of customer visits and analyse it as a whole. This kind of study focuses on identifying trends among the many visitors to our site rather than analysing information about any individual customer)

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you visit or log on to our website.

#### **4. The type of cookies we use**

When you use our website, the following categories of cookies may be set on your device:

##### **First-party cookies**

These cookies are set by Psigma and can be:

- Strictly necessary cookies – these cookies enable you to move about the site or to receive certain requested features, such as storing language preferences or allowing you to place orders on the website.
- Analytics cookies – these cookies collect statistical (aggregated and anonymous) information about the use of the website by you and other visitors. This information allows Psigma to enhance the functionality our website.
- Functionality – 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.
- Targeting - these cookies will collect information about your browsing habits and allow us to show you adverts we think will interest you, while you are browsing our site and other sites on the internet.

### Third-party cookies

In addition to our use of these applications, certain third parties may set and access cookies on your computer, and in conjunction with web beacons:

- Strictly necessary cookies – these cookies enable useful services, for example human verification.
- Analytics cookies – these cookies collect statistical (aggregated and anonymous) information about the use of our website by you and other visitors. This information allows the third party to enhance the functionality our website.
- Targeting - these cookies will collect information about your browsing habits and allow the third party to show you adverts they think will interest you while you are browsing our site and other sites on the internet.

## 5. How long cookies are stored on your device

The length of time cookies are stored on your device can vary, but they generally fall into two categories: temporary session cookies or persistent cookies.

### Temporary session cookies

We use temporary session cookies on all of our secure pages to assign and store a session ID to you, so that you can move uninterrupted between the areas of our site. This session ID is also used for internal reporting purposes. It is not personally identifiable to you, and this type of cookie does not leave any retrievable information on your hard drive. Most of our first-party cookies are session cookies which expire when you close your internet browser.

### Persistent cookies

Our first-party analytics cookies and third-party cookies are persistent cookies, because they are used to help us understand visitor patterns over a longer term, or to provide additional functions you have requested in relation to site customisation and saved or stored content. They can be stored on your computer for 24 hours, a week, or several years, depending on the function they're helping to perform.

## 6. The cookies we use on this website

We use the cookies detailed below

Cookie Name	Source	Purpose	Type	Expires
_gat	Google	Google Analytics	Third-party temporary	1 minute
PersonNo	Psigma	Used for displaying teams	First-party temporary	session
TotalPeople	Psigma	Used for displaying teams	First-party temporary	session
ASPXAUTH	Psigma	Stores the authorisation following login, to further authenticate the user within the site	First-party temporary	session
ASP.NET_SessionId	Psigma	Stores the user session details, which maintains information throughout the site during the length of the visit	First-party temporary	session
_gid	Google	Google Analytics	Third-party persistent	24 hours
_ga	Google	Google Analytics	Third-party persistent	2 years
UserType	Psigma	Stores the type of user (Adviser or Client). Slightly difference versions of the site appear for these.	First-party persistent	1 Year
DownloadFlag	Psigma	Used to display or suppress form requesting user information before downloading	First-party persistent	1 Year

## 7. Marketing

In order for us to measure the effectiveness of our marketing communications we collect the following information:

- Click-through - where you have clicked on one or more links contained in an email.

- Conversion - where you have clicked on a link within an email and completed a desired action, such as purchasing a product.
- Email Sharing/Forwarding - where you have clicked on a "share this" button to post email content to a social network, and/or clicked on a "forward to a friend" button.
- Unsubscribes – where you click on the unsubscribe link.
- Bounces – emails sent that could not be successfully delivered to the recipient's inbox.

We will send you relevant news about our products and services in a number of ways, including by email, but only if you have previously agreed to receive these marketing communications. When you make an enquiry via our website we will ask if you would like to receive marketing communications.

You can change your marketing choices at any time in our online preference centre, over the phone, in writing or by unsubscribing when we send you an email.

## 8. How to manage cookies

We will only set cookies on your device if you have provided consent. If you are concerned about having cookies on your device, you can use your browser settings to:

- Delete all cookies
- Block all cookies
- Allow all cookies
- Block third-party cookies
- Clear all cookies when you close the browser
- Open a 'private browsing' / 'incognito' session (which allows you to browse the internet without storing local data)
- Notify you each time new cookies are placed on your device
- Install add-ons and plug-ins to extend browser functionality

You can find out more information about controlling cookies from:

- [Internet Explorer](#)
- [Chrome](#)
- [Firefox](#)
- [Safari](#)

- [Opera](#)

In addition, if you use [Firefox](#) or [Internet Explorer 11](#) there is an option to turn on the **Do Not Track** functionality, which allows you to tell websites not to track you. Google has also published a browser add-on, to allow you to choose what information about the websites you visit is sent to Google Analytics. Full details on the cookies set by Google Analytics are published on the Google website.

**Please note:** if you choose to disable some or all cookies, you may not be able to make full use of our website and some useful features will not work.

## 9. Changes to the policy

We will inform you of any changes to this policy by dedicated service emails or by notification on this website.

If you have any questions or concerns regarding our use of cookies, or if you want to exercise your right to access your data and/or have any information we hold about you rectified, you can [contact us](#). You will also find more information about how we process your information in our [Privacy Policy](#).

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[www.psigma.com](http://www.psigma.com)

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