

Elmwood Cookie Policy

Elmwood Design Limited ("Elmwood")

Company Number 02360152

Date: 13 April 2023

1 INTRODUCTION

Welcome to Elmwood's Cookie Policy.

This Cookie Policy explains how Elmwood ("Company", "we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our website at <https://www.elmwood.com/>, ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

2 WHAT ARE COOKIES

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Elmwood) are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g., like advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

3 WHY DO WE USE COOKIES?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "Necessary" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Websites. Third parties serve cookies through our Website for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first- and third-party cookies served through our Websites and the

purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Website you visit) in section 5

4 HOW DO I CONTROL THE FUNCTION OF COOKIES WHILE BROWSING THE ELMWOOD SITE?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Necessary cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below in Section 5.

5 WEBSITE COOKIE LIST

Functional Cookies

These are cookies that are required for the proper operation of our website.

Cookie	Provider	Expiry	Function	Location
_cf_bm	Cloudflare.com / Vimeo.com	30 Minutes	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management	
__hs_initial_opt_in	Hubspot	7 Days	This cookie, set by Hubspot, is used to prevent the banner from always displaying when visitors are browsing in strict mode.	

Analytics/Statistics Cookies

These cookies allow us to obtain anonymous data on how visitors use our website during a session. This data allows us to improve the way our website works, ensuring that users are able to find and view what they are looking for in the most optimal manner.

Cookie	Provider	Expiry	Function	Location
_ga	Elmwood.com (via Google Analytics)	2 Years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	
_gat	Elmwood.com (via Google Analytics)	1 Day	Used by Google Analytics to throttle request rate.	
_gid	Elmwood.com (via Google Analytics)	1 Day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	
_fbp	Elmwood.com (via Facebook.com)	3 Months	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers	
_hstc	Hubspot	6 Months	Used by Hubspot as the main cookie for tracking visitor activity on the site.	
hubspotutk	Hubspot	6 Months	This cookie keeps track of a visitor's identity, passed to Hubspot from a form submission completion on the website and used when deduplicating contacts.	
_clck	Clarity	6 Months	Persists the Clarity User ID and preferences, unique to that site, on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.	
_clsk	Clarity	6 Months	Connects multiple page views by a user into a single Clarity session recording.	

6 WHAT ABOUT OTHER TRACKING TECHNOLOGIES, LIKE WEB BEACONS?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Website or opened an e-mail including them.

This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

7 INTERNATIONAL TRANSFERS

As can be seen in Section 5, certain cookies involve transfers of data to 3rd countries (i.e., the United States).

By consenting to the third-country cookies, you are agreeing that your data may be transferred to third countries where the same level of data protection as in the EU cannot be guaranteed. There is a risk that non-European authorities and third parties may gain access to this data. We have no knowledge of which authorities and third parties could access your data and how long, where and for what purpose this data could be used. You can revoke your consent at any time. For more information, please see our privacy policy

8 HOW OFTEN WILL THIS POLICY BE UPDATED?

We will update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

If you have any questions about our use of cookies or other technologies, please email us at: privacy@elmwood.com