FIRST MILE LIMITED COOKIE POLICY

1   OUR USE OF COOKIES

1.1   Welcome to www.thefirstmile.co.uk ("**Site**"). Our website may use cookies to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our website and also allows us to improve our Site. Here you will find information on what cookies may be set when you visit our Site and the purposes for which we use those cookies.   The Site is owned and operated by **First Mile Limited** (company number **04928476**) ('we', 'our', 'us' as applicable).   For further detailed information about this Site, please click here to see our Privacy Policy.

1.2   By continuing to use this Site, you are agreeing to our use of cookies in the manner described in this policy.

2   WHAT ARE COOKIES?

2.1   A cookie is a small data file that is placed on your browser or the hardware of your computer or other device to allow a website to recognise you as a user when you return to the website, either for the duration of your visit (using a 'session cookie') or for repeat visits (a 'persistent cookie'). Other similar files work in the same way and we use the word 'cookie' in this policy to refer to all files that collect information in this way.

2.2   Cookies are an extremely common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use cookies for the following purposes:

2.2.1   **Strictly necessary cookies.** These are cookies that are required for the operation of our Site. They include, for example, cookies that enable you to log into secure areas of our Site.

2.2.2   **Analytical cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.

2.2.3   **Functionality cookies.** These are used to recognise you when you return to our Site and to embed functionality from third party services. This enables us to personalise our content for you, greet you by name, remember your preferences (for example, if you return to the portal on our Site, we use cookies to remember this) and to integrate useful services provided by third party providers into our Site e.g. Google Analytics and Bluekai.

2.2.4   **Advertising cookies.** These cookies record your visit to our Site, the pages you have visited on our Site and others and the links you have followed. We will use this information to make the advertising displayed to you more relevant to your interests. We may also share this information with third parties for this purpose.

2.3   This Cookie Policy gives you information on the specific cookies used on this Site.

3   HOW TO CONTROL AND DELETE COOKIES

3.1   When you accessed the Site, you were presented with a message at the top of the page that notified you of our use of cookies. We had to use a cookie to present you with that notice (you can see details of this cookie under 'Cookie Banner' in the table below). If you continue to use the Site, more cookies and other tracking technologies will be placed on your computer as described in this Cookie Policy in order to enhance your user experience whilst on the Site. By continuing to use the Site, you are agreeing to the use of such cookies and tracking technology.

3.2   If you wish to restrict or block the cookies which are set by this Site (or, indeed, on any other site) you can do this through your browser settings. The 'Help' function within your browser should tell you how. If you are primarily concerned about third party cookies generated by advertisers, you can turn these off by going to the Your Online Choices site at http://www.youronlinechoices.com/uk/your-ad-choices.

3.3   Alternatively, you may wish to visit http://www.allaboutcookies.org/ which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer, as well as more general information about cookies. Please note that, as these websites are not owned or operated by us, we are not responsible for any of the content on them.

3.4   Please be aware that restricting cookies may mean that you will not be able to take full advantage of all the features or services available on this Site.

4   MAIN COOKIES USED BY US ON OUR SITE

4.1   A list of the main cookies used by us on this Site together with details about what each is used for can be found in Appendix 1.

5   THIRD PARTY COOKIES

5.1   We also use and work with a number of third party suppliers and partners who set or read cookies on this Site. We do not have any control over these cookies. Whilst we provide a summary of the third party cookies used in the table below, you should also check the relevant third party's privacy policy using the links in that table for more information about how these cookies are used.

5.2   The third party cookies used in connection with this Site include:

5.2.1   **Analytics cookies.** We use cookies to help us collect information that allows us to analyse web traffic to our Site. The information collected via the cookies, which is anonymous, is sent to a third party that operates analytics tools which we use to analyse the information collected and improve the Site's performance.

5.2.2   **Advertising cookies.** We also use and work with a number of third party suppliers and partners who set cookies on this Site in order to deliver targeted and/or non-targeted advertising to you. Please see a summary of the third party advertising cookies used in the table below. If you would like more information about the cookies used by these organisations or would like to access a tool which you can use to disable them, please visit the Your Online Choices site at http://www.youronlinechoices.com/uk/your-ad-choices or click on the AdChoices logo that you will see in the corner of advertisements that carry behavioural targeting cookies.

5.3   A list of the third party cookies used in connection with this Site can be found in Appendix 2.

6   EMAIL TRACKING

6.1   Some of the emails we send to you may contain a 'web beacon pixel' (clear GIFs) or tracked links which allows us to identify when you have opened the email and to verify which links contained in the email you have accessed. [We use this information to determine which parts of our emails are of most interest to you].

6.2   You can delete the pixel by deleting the email. If you do not wish to download the pixel to your computer or other device, you can ensure this by selecting to receive emails from us in plain text rather than HTML, or not opening pictures in your email.

6.3   Alternatively you can unsubscribe from our mailing list by using the unsubscribe tool in the email or contacting us on the details at the end of this policy.

7   CHANGES

7.1   We may make changes to this Cookie Policy at any time by sending you an e-mail with the modified Terms or by posting a copy of them on the Site. Any changes will take effect 7 days after the date of our email or the date on which we post the modified terms on the Site, whichever is the earlier. We recommend you regularly check for changes and review this policy whenever you visit our Site. Your continued use of the Site after that period expires means that you agree to be bound by the modified policy.

8   CONTACT US

8.1   If you have any questions or concerns about cookies or your privacy when using this Site, please contact us as follows:

By post at **First Mile Limited, Unit 207, Screenworks, 22 Highbury Grove, N5 2ER**

By telephone on: 0800 6129894

By email at customers@thefirstmile.co.uk

Appendix 1

Cookie	Name	Type and Expiry	Category and Purpose
Drupal	has_js _eventqueue _jsuid status uid uvc _first_pageview	First party cookie session and user info cookie	**Strictly necessary**: These cookies are essential as them store technical information needed to make the Site function correctly during browsing, for example, to identify the user and from where they came from.

Appendix 2

Cookie	Name	Category and Purpose
Google Analytics	gaconnector gaconnectorId gaconnector_GA_Client_ID gaconnector_OS gaconnector_all_traffic_sources gaconnector_browser gaconnector_city gaconnector_country gaconnector_country_code gaconnector_device gaconnector_fc_campaign gaconnector_fc_channel gaconnector_fc_content gaconnector_fc_landing gaconnector_fc_medium gaconnector_fc_referrer gaconnector_fc_source gaconnector_fc_term gaconnector_ip_address gaconnector_latitude gaconnector_lc_campaign gaconnector_lc_channel gaconnector_lc_content gaconnector_lc_landing gaconnector_lc_medium gaconnector_lc_referrer gaconnector_lc_source gaconnector_lc_term gaconnector_longitude gaconnector_page_visits gaconnector_pages_visited_list gaconnector_region gaconnector_time_passed gaconnector_time_zone _ga _gid NID CONSENT gwcc _referrer_og heatmaps_g2g_100684111	**Analytical**: These cookies are used to collect information about how you and other visitors use our Site, which we use to help improve it. These cookies collect information in an anonymous form, including the number of visitors to the Site, where visitors have come to the Site from and the pages they have visited. If you would like to disable to collection of data by these cookies please install the opt out tool available at: http://tools.google.com/dlpage/gaoptout
addthis	loc mus na_id na_tc ssc ssh sshs status uid	**Functionality/Analytical:** We use addthis for integration with social networks. These cookies are used to collect information about how you and other visitors share content on our Site, which we use to tailor the Site and its content and understand our visitors better. These cookies collect information in an anonymous form. Please see further addthis's privacy policy at http://www.addthis.com/privacy.

pardot	pardot visitor_id* visitor_id*-hash __cfduid	**Functionality:** These cookies are used for salesforce integration.
Clicky	Cluid	**Functionality:** These cookies are used for salesforce integration.
Oracle	bku	**Advertising:** These record user information (not personal or sensitive data) for advertising purposes. More information about Bluekai cookies can be found at http://goo.gl/aQ6qO6.