

## **KeyStroke Virtual Secretary Services Ltd**

### **COOKIE POLICY**

KeyStroke Virtual Secretary Services Ltd website may use cookies to find out more about our visiting experience to our website and to enable you to use all of its content.

#### **What are Cookies?**

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit a web site. They are used to provide memory for the website so that it can provide information to the owners such as when you return to the site or what pages you clicked on while visiting. They can also be used to allow a webpage to work more efficiently or to enhance the services and content the website can provide.

#### **What do we use Cookies for?**

Cookies enable our web server to identify you to us through your IP address, to track information gained through the pages you visit. While using our website and allow the use of our contact us form. Most of the cookies we use will last for a single visit to our site as they are set to be deleted from your computer when you close your browser, some may remain on your browser for a maximum of 2 years or until you delete them.

#### **How can I disable the use of Cookies?**

You can disable the use of cookies via your browser software, however we would recommend that you allow them to run to be able to use the full content of our website. As some of our functions will not operate without them.

#### **What types of Cookies are there?**

**Essential cookies** – These are automatically placed on your device or computer when you visit or take certain actions on our website.

**Non-essential cookies** – These are other technologies which are only placed on your computer or device if you have consented to us doing so. By accepting our cookie policy when you visited our site.

**Persistent cookies** - A persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date.

**Session cookies** - Will expire at the end of the user session when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

May 2020

Due for Revision May 2021

By Letty Scrimgeour, Managing Director and Data Protection Officer

**We use Cookies for the following purposes:**

**Authentication** - To identify you when you visit our website and as you navigate through it.

**Personalisation** – This helps store information about your preferences and to personalise your experience of our website for you.

**Security** – As a security measure to help protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services.

**Analysis** – We use this to help analyse the use and performance of our website and services. And check where this can be improved.

**Cookie Consent** – To store your preferences in relation to the use of cookies more generally.

**EXTERNAL THIRD PARTIES**

Some of our service providers also use cookies which may be stored on your computer when you visit our website. These are the third-party service providers we use:

**Google Analytics** uses cookies to collect data that helps us understand how people are using the site. We use this information to identify how and where we can improve your experience of our website. The data collected through these cookies is anonymous, does not collect specific customer data and is never shared with other third parties. Google's privacy policy is available <https://policies.google.com/privacy>

**Facebook** uses tracking identifiers paid advertising activity. We use the information collected by these cookies to help us determine where our ads will be most effective online. The data taken is not confidential data. Facebook's privacy policy is available <https://www.facebook.com/about/privacy/>

**PayPal** in order to process your payments. We do not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their privacy policy. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding your payments and dealing with queries relating to your payments and refunds.

<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

**Mailchimp** we use this to issue information to those who have said that they are happy to receive it through an opt in system. You may opt out of any of the newsletters by using the "Unsubscribe" link in the message, or by sending an email to [info@keystrokevss.co.uk](mailto:info@keystrokevss.co.uk). Details of their privacy details can be found at <https://mailchimp.com/legal/privacy/>

*Letty Scrimgeour*

Letty Scrimgeour  
Managing Director and Data Protection Officer 26/05/2020

May 2020

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