



Cookie Policy

Background:

This website www.fifty2onemedia.co.uk ("Our Site") uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Site. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

Definitions and Interpretation

1. In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:
 1. **"Cookie"** means a small file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site
 2. **"Cookie Law"** means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation ("GDPR");
 3. **"personal data"** means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by EU Regulation 2016/679 General Data Protection Regulation ("GDPR"); and
 4. **"We" or "Us" or "Our"** means Fifty2One Ltd, a limited company registered in England under company number 10351085, whose registered address is Waterloo Road, Clitheroe, Waterloo Mill, BB7 1LR, United Kingdom.
2. Information About Us
 1. Our Site is owned and operated by Fifty2One Ltd, a limited company registered in England under company number 10351085, whose registered address is Waterloo Road, Clitheroe, Waterloo Mill, BB7 1LR, United Kingdom.
 2. Our VAT number is GB279081082.
 3. Our Data Protection Officer can be contacted by email at info@Fifty2OneLtd.co.uk, by telephone on 01200898530, or by post at Waterloo Road, Clitheroe, Waterloo Mill, BB7 1LR, United Kingdom.
3. How Does Our Site Use Cookies?
 1. Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
 2. By using Our Site, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our



Site for website analytics and advertising services. For more details, please refer to section 4 below.

3. All Cookies used by and on Our Site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:
 1. **Strictly Necessary Cookies**

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in and payment transactions.
 2. **Analytics Cookies**

It is important for Us to understand how you use Our Site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.
 3. **Functionality Cookies**

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.
 4. **Targeting Cookies**

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests. Some information gathered by targeting Cookies may also be shared with third parties.
 5. **Third Party Cookies**

Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Site, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).
 6. **Persistent Cookies**

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.
 7. **Session Cookies**

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session Cookies are deleted when you close your browser.



4. Cookies on Our Site are not permanent and will expire as indicated in the table below.
 5. For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy (<https://www.fifty2onemedia.co.uk/>).
 6. For more specific details of the Cookies that We use, please refer to the table below.
4. What Cookies Does Our Site Use?
1. The following first party Cookies may be placed on your computer or device:



Cookie	Description	Expiry lifetime
c_utm_campaign	This cookie stores your last defined campaign name which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_utm_source	This cookie stores your last defined campaign source which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_initial_landing_page	This cookie stores the value of your initial session landing page which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_utm_medium	This cookie stores your last defined campaign medium which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_referrer	This cookie stores your last defined website referrer which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_utm_term	This cookie stores your last defined tracked campaign keyword which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_last_referrer	This cookie stores the last non-paid referrer channel which you entered Our Site from, which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_current_session	This cookie stores whether or not your current session is active.	2 years
c_utm_content	This cookie stores your last defined campaign content/term which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
c_visits	This cookie counts your number of visits to our website which We store if you contact Us to monitor the effectiveness of our marketing campaigns.	2 years
clid	We store this parameter when you click through from a Google advert and store this to track an enquiry source if you contact Us.	14 days
cookiebar	This is a functional cookie to remember your consent to install cookies on your browser.	180 days

2. The following third party Cookies may be placed on your computer or device:

Provider	Description	Third party pr
LinkedIn Ads	LinkedIn installs cookies on your Browser in order to track your browsing activity, optimise Our advertising campaigns and provide Us with campaign analytics.	https://www.l
Facebook	This website uses the Facebook advertising Pixel to allow Us to influence the adverts you see on Facebook and Instagram. We also use Facebook's Analytics platform to better understand users of our website.	https://www.f



enabling Us to provide the best possible experience and service to you. If you do not consent to us placing Cookies in your browser you must leave Our Site immediately.

2. In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
3. The links below provide instructions on how to control Cookies in all mainstream browsers:
 1. Google
Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
 2. Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>
 3. Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
 4. Safari
(macOS): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB
 5. Safari (iOS): <https://support.apple.com/en-gb/HT201265>
 6. Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
 7. Android: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)
6. Changes to this Cookie Policy
 1. We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.
 2. In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.
7. Further Information
 1. If you would like to know more about how we use Cookies, please contact Us at info@fifty2onemedia.co.uk, by telephone on 01200898530, or by post at Waterloo Road, Clitheroe, Waterloo Mill, BB7 1LR, United Kingdom.
 2. For more information about privacy, data protection and our terms and conditions, please visit the following:
 1. [https://www.fifty2onemedia.co.uk/;](https://www.fifty2onemedia.co.uk/)