

COOKIE POLICY

1. Cookie Policy

Falcon AM Limited ("Falcon") use cookies to optimise your online experience. In this Cookie Policy, we explain what a cookie is, which cookies our website uses and for which purpose. In our Privacy Notice we describe how and for which purposes we process your personal data, how you can exercise your privacy rights, and all other information that may be relevant to you.

The Cookie Policy may be changed from time to time. We recommend you regularly read the Cookie Policy for any modifications. At the bottom of this Cookie Policy you can read when this Cookie Policy was most recently modified.

2. What is a Cookie?

Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device (such as your computer, tablet, mobile phone or other internet enabled devices).

3. Types of Cookies and Cookie Overview

Please find hereunder an overview of the cookies used on this website.

Category - Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance. For more information, please visit <https://marketingplatform.google.com/about/analytics/terms/us/>

Cookie	Purpose	Duration	Setting Party
_gclxxxx	Google conversion tracking cookie.	90 days	First Party
_utmb	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30 minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.	A few seconds	First Party
_utma	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.	730 days	First Party
_utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service – limiting the	A few seconds	First Party

	collection of data on high traffic sites. It expires after 10 minutes.		
_utmz	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability within the older version of Google Analytics code known as Urchin. In this older version this was used in combination with the _utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.	Session	First Party
_utmc	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie identifies the source of traffic to the site – so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	182 days	First Party
_utmv#####	Marketing, tracking cookie placed by Google Analytics.	A few seconds	First Party

Category – Essential Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Cookie	Purpose	Duration	Setting Party
ci_session	Cookie normally associated with the CodeIgniter framework for building PHP based applications. Usually used to maintain a user state during a browser session for consistency of user experience. By default the cookie is destroyed when the browser session ends, in which case it can be <i>Essential</i> . However, it can optionally be stored in a database and be used for tracking users for other purposes and in such cases a category of <i>Essential</i> will probably not apply.	A few seconds	First Party
PHPSESSID	PHP session cookie associated with embedded content from this domain.	Session	First Party
OptanonAlertBoxClosed		365 days	First Party

	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.		
OptanonConsent	This cookie is set by the cookie compliance solution OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the user's browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	365 days	First Party

Category - Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Cookie	Purpose	Duration	Setting Party
lang	This domain is owned by Twitter. The main business activity is Social Networking Services. Where Twitter acts as a third party host, it collects data through a range of plug-ins and integrations, that is primarily used for tracking and targeting. Twitter does not currently provide information on the use of specific cookies.	Session	Third Party cdn.syndication.twimg.com

4. Managing and Deleting Cookies

You can monitor, disable and delete cookies from your browser. To delete or stop cookies being placed on your computer, refer to the help menu on your web browser. Please note if you select this setting you may be unable to access certain parts of our website, or it may impact on the usability of the site. For further information on how to do this, please visit <http://www.allaboutcookies.org>.

5. Contact details

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6. Last modifications

The last modifications to this Cookie Policy were made on 8 July 2021.