



CMe MEDIA LIMITED COOKIE POLICY

Definitions & Interpretations:

Data means collectively all information that you submit to CMe Media Limited via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;

Cookie means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12.

Please see <https://www.aboutcookies.org> for more information

CMe Media means CMe Media Limited of Fareham Innovation Centre, 4 Meteor Way, Lee-On-The-Solent, PO13 9FU.

UK & EU Cookie Law means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

User means any third party that accesses the Website and is not employed by CMe Media and acting in the course of their employment; and

Website means the website that you are currently using (cmemedia.com) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

This Policy applies only to the actions of CMe Media and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

This Policy applies as between you, the User of this Website and CMe Media Consultancy Ltd the owner and provider of this Website.

This Policy applies to our use of any and all Data collected by us in relation to your use of the Website. This Website may place and access certain Cookies on your computer. CMe Media uses Cookies to improve your experience of using the Website and to improve our range of services AND/OR products. CMe Media has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

Before the Website places any Cookies on your computer, subject to sub-Clause 12.4 AND/OR sub-Clause 12.7, you will be presented with a pop-up message requesting your consent to set those Cookies.



By giving your consent to the placing of Cookies you are enabling CMe Media to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

Certain features of the Website depend on Cookies to function. UK and EU Cookie Law deem these Cookies to be “strictly necessary”. These Cookies are shown below. Your consent will not be sought to place these Cookies. You may still block these cookies by changing your internet browser’s settings as detailed below.

This Website uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the services AND/OR products offered through it. You do not have to allow us to use these Cookies, as detailed below, however, whilst our use of them does not pose any risk to your privacy or your safe use of the Website it does enable us to continually improve our business.

The analytics services used by this Website use Cookies to gather the required information.

Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below.

You can change your cookie settings by following the instructions displayed on All About Cookies, depending on the browser you are using.

Google Analytics Cookies

Google Analytics allows us to review how a User views our website in a depersonalised perspective, meaning private information is displayed as numbers which cannot be tracked back to the User. We review, but are not limited to, the pages visited, time spent on these pages and the source used.

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.

You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.



It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

Google Analytics 4

We use cookies and page tagging techniques to enable Google Analytics 4 to collect information such as:

- The pages you visit
- How long you engage with the pages
- How you arrived at the site
- How you interact with the content
- The files you download
- What you search for on the site

We do not store your personal information through Google Analytics 4, for example, your name, address or internet protocol (IP) address. We do not allow Google Analytics 4 to use or share data about how you use the site. We will not identify you through analytics information, and we will not combine analytics information with other datasets in a way that would identify who you are.

Google Analytics 4 replaced Universal Analytics in July 2023. Universal Analytics was running on the site between February 2016 and July 2023. This version collected truncated IP addresses to ensure the data were not personally identifiable. These data will be deleted in July 2024 and there are currently no plans to retain or archive these data.

Changes To This Policy

CMe Media Limited reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website, and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.

