

SBFM LIMITED COOKIE POLICY

Our website at www.sb-fm.co.uk uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

What is a Cookie

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Types of Cookies We Use

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services. You can switch off these cookies in your browser settings but you may then not be able to access all or parts of our website.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Domain	Expiry
visitor_id1083502-hash	.pardot.com	365 days
visitor_id1083502-hash	go.sb-fm.co.uk	365 days
visitor_id1083502-hash	sb-fm.co.uk	365 days
visitor_id1083502	go.sb-fm.co.uk	365 days
visitor_id1083502	sb-fm.co.uk	365 days
visitor_id1083502	.pardot.com	365 days
pardot	pi.pardot.com	deleted
lpv1083502	go.sb-fm.co.uk	day
_hjSession_5020052	.sb-fm.co.uk(Hotjar)	30 minutes duration, extended on user activity.
_hjSessionUser_5020052	.sb-fm.co.uk(Hotjar)	365 days
_gid	.sb-fm.co.uk(Google analytics)	24hrs
_gat	.sb-fm.co.uk(Google analytics)	A Minute
_ga_60QN9NCBX0	.sb-fm.co.uk(Google analytics)	402 days
_ga	.sb-fm.co.uk(Google analytics)	402 days

More specifically, we use cookies and tracking technologies for the following purposes:

- Assisting you in navigating our website;
- Assisting in your ability to fill in the forms and download any materials from our website
- Analysing your use of our products, services or applications
- Assisting with our promotional and marketing efforts

Third Party Cookies

Please note that third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies. The current third-party cookies running across our website include:

- Hotjar
- Paradot
- Go sbfm site (go.sb-fm.co.uk)
- Google Analytics
- Lead Forensics

To opt out of being tracked by Google Analytics across all websites, visit:

<http://tools.google.com/dlpage/gaoptout>

Choices About Cookies

You have a choice in which analytical, functionality and targeting cookies we can set. You can also choose to "**Reject All**" cookies in the cookie banner. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website and SBFM Limited cannot be held liable for this.

Except for essential cookies, all cookies will expire after 13 Months.

If you have any questions or concerns about our use of cookies, please send us an email at info@sb-fm.co.uk