

PARIS SMITH LLP - COOKIES POLICY

What are cookies?

A cookie is a small text file of letters and numbers that we store on your device when you visit our website. Cookies are used for a number of reasons. These include to ensure a website works correctly or more efficiently, as well as to record information about website users and how they interact with a site.

There are different types of cookies and they can be broadly divided in to the following categories:

- **Strictly necessary cookies** - These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of online billing services.
- **Analytical/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.
- **Functional 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.

Third party cookies

We use Google Analytics on our website. This is a third party cookie operated by Google. More details are provided in the list of cookies below. You can view Google's Privacy Policy here: <https://policies.google.com/privacy>. To opt out of being tracked by Google Analytics across all websites, please visit <http://tools.google.com/dlpage/gaoptout>.

What cookies do we use?

The table below lists the cookies we use on our website and what they do. The 'duration' of a cookie is how long it is active for. Once the duration ends, your browser will usually automatically delete the cookie.

We do not ask for your consent to set 'strictly necessary' cookies. We ask for your consent before setting all other cookies.

Name	Duration	Description
__atssc __atuvc	2 Years	Enable users to share content on our website with a range of networking and sharing platforms. This is a functional cookie.
__racnt __rafm __rasesh	Session	Used to determine unique visitors to our site. This is a functional cookie.
__racplx0 __racplx1	Session	This allows us to monitor and analyse the effectiveness of our online marketing spend. This is an analytical/performance cookie.
__ratel0 __ratel1	Session	
__rasel0 __rasel1	Session	

_ga	6 months	Third party cookie set by Google which is used to distinguish users on the website for analytics. This is an analytical/performance cookie.
_gid	1 day	Used to count and track pageviews. This is a targeting cookie.
_GRECAPTCHA DV	1 day	Third party cookie set by Google which is used to prevent spam on our website using Google's reCAPTCHA service. This is a functional cookie.
_hjAbsoluteSessionInProgress	30 minutes	Used to detect the first pageview session of a user. This is a functional cookie.
_hjid	1 year	Used to ensure the user's subsequent visits to our website are attributed to that user's unique ID. This is a functional cookie.
_hjIncludedInPageviewSample _hjIncludedInSessionSample	30 minutes	Determines whether a user is included in the data sampling defined by our site's daily session limit. (Data sampling is an analysis technique that uses a smaller subset of data to identify larger patterns and trends.) <i>This is a functional cookie.</i>
1P_JAR	30 Days	Third party cookie set by Google which sets a unique ID to remember the user's preferences and other information such as website statistics and to track conversion rates. This is a targeting cookie.
ANID IDE	13 months	Third party cookie set by Google used to show Google advertising. This is a targeting cookie.
CONSENT	10 Years+	Used to manage the user's cookie consent preferences. This is a strictly necessary cookie.
cli_user_preference	1 year	Keeps track of the user's cookie consents. This is a strictly necessary cookie.
cookieLawInfo-checkbox-necessary	6 months	Ensures that the cookie policy necessary items are able to display. This is a strictly necessary cookie.
cookieLawInfo-checkbox-non-necessary	6 months	Checks whether a user has accepted to view non-essential cookies. This is a strictly necessary cookie.
CookieLawInfoConsent	6 months	Tracks whether or not a user has consented to cookies. This is a strictly necessary cookie.
current_page	Session_grecapt	Used to enhance user experience by showing breadcrumbs (the path the user has taken to navigate to the current web page). This is a functional cookie.
DV	1 hour	Used for Google ad personalisation, how many search results you wish to have shown per page, and to track whether or not you

		wish to have Google's SafeSearch filter turned on. This is a targeting cookie.
MoneyPennyAgentAvatar	1 hour	Loads the avatar for the agent on the MoneyPenny live chat service. This is a functional cookie.
MoneyPennyHistory	6 months	Tracks how many times a user has encountered the MoneyPenny live chat service on our site. This is a functional cookie.
MoneyPennyRef	1 hour	Tracks the URL of the page in which a user has had the MoneyPenny live chat service box appear. This is a targeting cookie.
MoneyPennyUserAlias	6 months	Used to log which agent a user is assigned to as part of the live chat service. This is a functional cookie.
MoneyPennyVisit	Session	Logs a visit to the website in MoneyPenny's analytics. MoneyPenny is Paris Smith's live chat service provider. This is an analytical/performance cookie.
NID	6 months	Third party cookie set by Google which allocates a unique ID used to remember the user's preferences and other information such as preferred language. This is a targeting cookie.
OTZ	Session	Third party cookie set by Google to provide analytics on our website users. This is an analytics/performance cookie.
permutive-id permutive-session	19 Months	Third party cookie set by Google used for username and password authentication on certain parts of our website. This is a strictly necessary cookie.
SEARCH_SAMESITE	6 months	Third party cookie set by Google to prevent the user's browser from sending this cookie along with cross-site requests. This is a functional cookie.
viewed_cookie_policy	6 months	Used to track whether a user has already viewed the website cookie policy. This is a strictly necessary cookie.

How do I change my cookie settings?

When you first visit our website you will be prompted to confirm your cookies preferences. You can change your cookie preferences at a later date by deleting your cookies in your browser and then revisiting our website.

You can also use your browser settings to block all cookies (including strictly necessary cookies) but you may not be able to access parts of our website as a result.

Privacy Notice

For information about how we process your personal information, please read our Privacy Notice which is accessible from <https://parissmith.co.uk/legal-accessibility/>.

This policy was last updated 28 September 2021.