



# Social Cues Limited – Cookie Policy (UK) V1.0

Our website 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.

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.

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.

Please note that the following 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:

## Google Ireland Limited

Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

## Data Purposes

This list represents the purposes of the data collection and processing. Consent is only valid for the stated purposes. The collected data can't be used or stored for any other purpose than the purposes listed below.

Displaying Videos

## Technologies Used

This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser. Cookies (if "Privacy-Enhanced Mode" is not activated)

## Data Collected

This list represents all (personal) data that is collected by or through the use of this service.

- IP Address
- Referrer URL
- Device information
- Watched Videos

## Legal Basis

In the following the legal basis for the processing of personal data required by Art. 6 I 1 GDPR is listed. Art. 6 para. 1 s. 1 lit. a GDPR

## Location of Processing

European Union

## Retention Period

The data will be deleted as soon as they are no longer needed for the processing purposes

## Transfer to Third Countries

Worldwide

## Data Recipients

Alphabet Inc. Google LLC Google Ireland Limited

- Click here to read the privacy policy of the data processor  
<https://policies.google.com/privacy?hl=en>
- Click here to read the cookie policy of the data processor  
<https://policies.google.com/technologies/cookies?hl=en>

To deactivate the use of third party advertising cookies, you may visit the relevant consumer page to manage the use of these types of cookies.

- Click here to opt-out from this processor across all domains  
<https://safety.google/privacy/privacy-controls/>
- To opt out of being tracked by Google Analytics across all websites, visit  
<http://tools.google.com/dlpage/gaoptout>

## Choices about cookies:

- You can choose which analytical, functionality and targeting cookies we can set by clicking on the button(s):
- Strictly necessary cookies **ALWAYS ACTIVE**
- Analytical or performance cookies **OFF**
- Functionality cookies **OFF**
- Targeting cookies **OFF**
- 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.

- Except for essential cookies, all cookies will expire after **12 months** unless a shorter retention period is required for the specific purpose
- If you have any questions or concerns about our use of cookies, please send us an email at [info@socialcues.co.uk](mailto:info@socialcues.co.uk).