

PRIVACY & COOKIES

Information we collect about our visitors

When someone visits www.forbesbaxter.co.uk we collect standard details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site and to direct people to the parts of the site we think will be most useful to them. We collect this information in a way which does not identify anyone. We do not make any hidden attempt to find out the identities of those visiting our websites. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it. We will keep the data for as long as we deem necessary.

What is a cookie?

A cookie is a small text file that is stored on your computer or other internet connected device in order to identify your browser, provide analytics, remember information about you such as your language preference or login information. They're completely safe and can't be used to run programs or deliver viruses to your device. You can learn more about cookies by clicking [here](#).

What type of cookies does Forbes Baxter Associates use?

Cookies can either be session cookies or persistent cookies. A session cookie expires automatically when you close your browser. A persistent cookie will remain until it expires or you delete your cookies. Expiration dates are set in the cookies themselves; some may expire after a few minutes while others may expire after multiple years. Cookies placed by the website you're visiting are called "first party cookies".

Strictly Necessary

Strictly Necessary cookies are necessary for our website to function and cannot be switched off in our systems. They are essential in order to enable you to navigate around the website and use its features. If you remove or disable these cookies, we cannot guarantee that you will be able to use our website.

Functional/Preference

Function/Preference cookies allow us to remember the choices made by you (such as your user name, language or region) as well as other functionalities (such as controlling the cookie banner, redirection to a new page) in order to provide a more personalised online experience. These preferences are remembered (through the use of persistent cookies) so that you need not set them again the next time you visit the page.

Analytics

Analytics cookies help us improve the way our websites work (e.g. by ensuring that users are finding what they are looking for easily). These track information about visits to the websites so that we can make improvement and report our performance. For example: analyse visitor and user behaviour so as to provide more relevant content or suggest certain activities. These cookies also collect information about how visitors use the websites, which site the user came from, the number of each user's visits and how long the user stays on the websites. We might also use analytics cookies to test new pages or features to see how users react to them.

Opting out of cookies

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Most browsers allow you to control cookies through their 'settings' preferences. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience, since it will no longer be personalized to you. It may also stop you from saving customized settings like login information.

Browser manufacturers provide help pages relating to cookie management in their products. Please see below for more information.

[Google Chrome](#)

[Microsoft Internet Explorer](#)

[Mozilla Firefox](#)

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

Google Remarketing

Forbes Baxter Associates uses Google Remarketing to advertise across websites. Using cookies, third-party vendors, including Google, have the ability to show adverts for Forbes Baxter products and services on other websites you are visiting. The cookies used for Google Remarketing do not in any way identify you or give access to your computer or mobile device. These ads are shown across other websites based on your previous visits to the www.forbesbaxter.co.uk website.

Google Remarketing allows Forbes Baxter Associates to tailor our marketing to better suit your needs and only display ads that are relevant to you.

You can opt out of Google Remarketing by visiting Google's Ads Settings:

<https://support.google.com/ads/answer/2662922?hl=en-GB>

When you fill in a form on our website

Where enquiries are submitted to us via the website we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

By submitting your email address you are consenting to receive the particular piece of information you requested, as well as allowing us to send you appropriate and useful communications. These communications include:

- Invitations to our events and webinars.
- Pricing updates.
- Industry best practice and news.
- Promotional offers on products and services.
- Competitions.
- Appropriate and relevant new product releases or product updates information.
- Our latest assets:
 - Little Black Books and similar.
 - Action Plans and other guides.
 - Reports.
 - Infographics.
 - Videos.
 - Case studies.
- and promotional offers on products and services.

At any time, you can update your preferences by clicking the link in any emails you receive from us. The link will always be in the footer of the email. You can also stop receiving emails from us using that same link. You can contact us at any time using grow@forbesbaxter.co.uk to update your preferences.

Disclosing Information

We do not disclose any personal information obtained about you from this website to third parties. If at any time in the future we should wish to disclose information collected on this website to any third party, it would only be with your knowledge and consent.

We may from time to time provide information of a general nature to third parties – for example, the number of individuals visiting our website or completing a registration form, but we will not use any information that could identify those individuals.

Changes to this Policy

Any changes to our policies will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

How to contact us

Requests for information about our privacy policy can be emailed to us at grow@forbesbaxter.co.uk or by writing to:

The Data Controller
Forbes Baxter Associates Ltd
e-Innovation Centre
University of Wolverhampton, Telford Campus
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