

COOKIE POLICY

Last Updated: June 12, 2024

This Cookie Policy (the "Cookie Policy") describes the different types of cookies and similar technologies that we, **Test Cancellation** (testcancellation.co.uk "we," "our," "us") use on our website <https://testcancellation.co.uk/> (the "Site"). Any capitalized terms used but not defined have the meanings given to them in our Privacy Policy.

We may change this Cookie Policy at any time. The "Last modified" at the top of this page indicates when it was last revised. Any changes will become effective when we publish the revised Cookie Policy on the Site.

What is a Cookie?

Cookies are files with a small amount of data that may include an anonymous, unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

Their purpose distinguishes four types of cookies:

a) Strictly necessary cookies

These cookies are essential for browsing the website and its features, such as accessing secure site areas. Cookies that allow web shops to hold your items in your cart while you are shopping online are examples of strictly necessary cookies. These cookies will generally be first-party session cookies. While obtaining consent for these cookies is not required, what they do and why they are necessary should be explained to the user.

b) Preferences Cookies

Also known as "functionality cookies," these cookies allow a website to remember choices you have made in the past, like what language you prefer, what region you would like weather reports for, or what your username and password are, so you can automatically log in.

c) Analytics Cookies

Also known as "performance cookies," these cookies collect information about how you use a website, like which pages you visited and which links you clicked on. None of this information can be used to identify you. It is all aggregated and, therefore, anonymized. Their sole purpose is to improve website functions. This includes cookies from third party analytics services if the cookies are for the exclusive use of the owner of the website visited.

d) Marketing and Advertising Cookies

These cookies track your online activity to help advertisers deliver more relevant advertising or limit the number of times you see an ad. They can share that information with other organizations or advertisers. These persistent cookies are almost always of third-party provenance.

Why do we use cookies/tracking technologies?

Cookies and other tracking technologies help us customize and enhance your experience across our Site, perform analytics, and deliver relevant advertising and marketing.

Third-party cookies on our websites enable third-party features or functionality, such as advertising, interactive content, and analytics, to be provided on or through our websites.

What Cookies Do We Use?

Below we list the different types of cookies that may be used on the Website. To the extent any Personal Data, as defined in the Privacy Policy, is collected through cookies, our Privacy Policy complies with this Cookie Policy.

Here is the list of cookies used on our Site, which are both 1st party cookies (set by the services) and 3rd party cookies (set by a server located outside the domain of the Site):

Cookie	Domain	Description	Country	Duration	Type
_gcl_au	https://testcancellation.co.uk/	Google Tag Manager sets the cookie to experiment with the advertisement efficiency of websites using their services.	UK	3 months	Analytics

How Do We Manage Cookies?

You may refuse or accept cookies from the Site anytime by activating settings on your browser. Information about the procedure to enable or disable cookies can be found on your internet browser provider's website via your help screen. Some of the links you can manage are listed below:

Google Chrome	https://support.google.com/chrome/answer/95647?hl=en
Safari	https://support.apple.com/kb/PH5042?locale=en_US
Opera	https://help.opera.com/en/latest/web-preferences/

Mozilla Firefox	https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
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Edge	https://support.microsoft.com/en-us/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd
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For information on commonly used browsers, visit www.allaboutcookies.org/manage-cookies/index.html. Please be aware that if cookies are disabled, some Site features may not operate as intended.

You can also adjust your cookie preferences so that your browser notifies you when cookies are sent to it, or you can refuse cookies altogether. The “Help” function within your browser should explain how to do this. Alternatively, you may visit www.aboutcookies.org or www.allaboutcookies.org to obtain detailed information on preventing cookies from being set on your particular browser.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

- [DigitalAdvertisingAlliance](#)
- [DigitalAdvertisingAlliance of Canada](#)
- [European Interactive DigitalAdvertisingAlliance](#)

If you have any further queries, please contact us by email at support@testcancellation.co.uk