

## OUR COOKIE POLICY

- 1.1 Our website ([www.landmarkanalytics.co.uk](http://www.landmarkanalytics.co.uk)) uses cookies to distinguish you from other users of our website. This helps us to provide users with a good experience when users browse our website and also allows us to improve our website. By continuing to browse the website, you are agreeing to our use of cookies.
- 1.2 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. We only use (and store) the following non-essential cookies on your computer's browser or hard drive if you provide your consent.

Cookie	Purpose	Expiration	More information
CookieConsent	Stores the user's cookie consent state for the current domain	1 year	
has_js	Registers whether or not the user has activated JavaScript in the browser	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utm.gif	Google Analytics Tracking Code that logs details about the visitor's browser and computer	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utma	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.	2 years	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utmb	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utmc	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utmt	Used to throttle the speed of requests to the server.	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
__utmz	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.	6 months	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Session	<a href="http://www.landmarkanalytics.co.uk/clients/surveyors">http://www.landmarkanalytics.co.uk/clients/surveyors</a>
PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
VISITOR_INFO_1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos	179 days	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>

YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	<a href="http://www.landmarkanalytics.co.uk/">http://www.landmarkanalytics.co.uk/</a>
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- 1.3 Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.
- 1.4 You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. 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.
- 1.5 Please note that we may use Adobe Flash Player to display video or image content. It may not be possible to block or restrict flash cookies using your browser settings. However information on how to control flash player privacy and security settings is available from the Adobe website at: [www.adobe.com/products/flashplayer/security](http://www.adobe.com/products/flashplayer/security).
- 1.6 Except for essential cookies, all cookies will expire as outlined under the expiration column in the table included above.