

Use of Cookies

Third Party Cookies

In addition to our own cookies, we work with various reputable companies to help us analyse how our website is used, and to optimise our Website and Apps to deliver the best possible experience. The following companies help us achieve this through use of cookies:

Google Analytics And Google Website Optimizer

Google Analytics and Google Website Optimizer are a service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyse how users use our website, our mobile site. The information generated by these cookies (including your truncated IP address) is transmitted to and stored by Google on servers. Google will use this information for the purpose of evaluating your, and other users', use of our website, mobile site, compiling reports for us on website activity and providing other services relating to website activity and Internet usage. Please note that Google only receives your truncated IP address. This is sufficient for Google to identify (approximately) the country from which you are visiting our sites or accessing our players, but is not sufficient to identify you, or your computer or mobile device, individually.

Google cookies are those beginning “__ut”.

You can find more information here, including a link to Google's privacy policy.

To opt-out of analysis by Google Analytics on our website and other websites, please visit:

<http://tools.google.com/dlpage/gaoptout>.

Google Adwords And Google Remarketing

We use the online advertising program Google AdWords and the Google Remarketing technology, both operated by the company Google Inc. ("Google"). For measuring conversion with Google AdWords, a conversion tracking cookie is placed when a user clicks on one of our advertisements delivered by Google ("Ads"). Conversion tracking cookies expire after 30 days and are not used for personal identification. Google uses a different cookie for each Google AdWords

customer and there is no consolidation of the cookie data with other data. If you click on one of our Ads and proceed to a page equipped with a conversion tag and the cookie has not yet expired, the conversion is documented. With the help of the conversion tracking cookie we see the total number of conversions and are able to review the performance of our Ads. You can find more information about Google AdWords [here](#).

When you click on one of our Ads, a Google Remarketing cookie is placed. This cookie helps to serve our Ads to you at a later time when you browse pages of the Google content network. Remarketing cookies expire after 30 days and are not used for personal identification. For more information on Google Remarketing, please see [here](#).

Google cookies are those beginning “__ut”.

To opt-out of personalized ad delivery on the Google content network, please visit Google’s Ads Preferences Manager or if you wish to opt-out permanently even when all cookies are deleted from your browser you can install their [plugin here](#).

Double Click

We also use DoubleClick, an ad serving service operated by Google Ireland Limited (“Google Ireland”). Google Ireland uses cookies in order to facilitate to show relevant and interesting ads to you. When you interact with our website your browser automatically makes information available to Google Ireland on our behalf, including your IP-address. This information about your use of the website will solely be used to create pseudonym profiles based on your interests.

These enable us to display more appealing advertising to you.

You can find more information on Double Click cookies [here](#). If you wish to opt out of personalized ad serving by Google Ireland, please see the Opting Out section below. Please be aware that even if you opt out of interest-based ads, you may still see ads based on factors such as your general location derived from your current IP-address, your browser type and recent, previous searches related to your current search.

Facebook

We use Facebook Custom Audiences and Facebook remarketing to deliver advertisements to Website Visitors on Facebook based on email addresses that we have collected and to previous visitors to our site. This allows us to present information and special offers for our products and services to you via Facebook. We also may use information associated with Visitor social media accounts, such as demographic and other information about an individual's title, industry, or organization, to improve our marketing efforts if that individual connects those social media accounts to a Website profile.

To opt-out from Facebook's interest-based ads follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217>