



COOKIE POLICY AND MANAGING COOKIES

1. USE OF COOKIES BY LIKewise GROUP PLC

1.1 Our website (“**Site**”) uses cookies. A cookie is a small file of letters and numbers put on your computer or the device that you use to access our Site. Cookies have many uses, for example to distinguish you from other users of the Site which helps us to provide you with a good experience when you browse the Site and allows us to improve the Site.

1.2 Some cookies are essential for our Site to work and others remember things about you to give you a better, more enjoyable online experience. They may also help us to create content, advertise our products and services, and personalise our offers to you.

1.3 Below you will find more details about what each type of cookie set by our Site is and what it does. You’ll also see us talk about whether a cookie is first party or third party, and if it’s a session or persistent cookie. First party cookies are created directly by our website, whilst third party cookies are created by other organisations, and are typically used for tracking and advertising across different websites. Session cookies are temporary and will be deleted when you close your browser. Persistent cookies are saved within your browser and are only deleted if you clear your browsing data yourself or if they reach their expiry date.

2. CONSENTING TO COOKIES

2.1 When you first visit our Site, you are given a choice whether some of your cookie settings are turned on or off. These settings will then be remembered for future visits to our Site, though if you have cleared out cookies in your browser you will be asked to consent to cookies again when you next visit our Site.

2.2 Cookie settings can be changed at any time. Whatever settings you choose essential cookies will stay on. Turning some cookies off might affect your browsing experience, so to avoid that we would suggest consenting to all cookies and making sure that all cookies are enabled in your browser settings.

2.3 When you visit the Site and consent to cookies, the cookies with the functions set out below may be downloaded to and set on your device. At the current time we only set essential cookies and analytical cookies from our Site, but this may change in the future.

2.3.1 Essential Cookies

These are cookies that are required for the administration and operation of the Site. Some cookies that we use are necessary for the Site to function properly and to enable you to move around the Site and use its features.

2.3.2 Functional and Performance Cookies

We may use functional cookies that allow us to remember choices you have made on the Site to provide you with a more enhanced user experience by

delivering content specific to your interests. We may also use cookies to embed certain social posts on the Site.

We may use performance cookies to understand and analyse the key performance indexes of the Site which helps in delivering a better user experience for the visitors.

2.3.3 Analytical Cookies (Visit Tracking)

We may use third party analytics service providers for website traffic analysis and reporting. Third party analytics service providers generate statistical and other information about the use of the Site by using third party cookies. They allow us to recognise and count the number of visitors and to see how often visitors return to the Site, how long they stay and how visitors move around the Site when they are using it. This helps us to improve the Site, for example, it helps users to find what they are looking for easily. The information generated relating to the Site may be used to create reports about the use of the Site and the third party analytics service provider will store this information.

2.3.4 Marketing Cookies

These cookies record your visit to the Site, the pages you have visited and the links you have followed to other sites or apps and the types of pages you may have visited. This information is used to try and make the Site (and other sites or apps that you visit) more relevant to your interests. This information may be shared with others and will be why you might see advertising on a website relating to products/services from another website you have visited previously.

2.4 Do we use any third-party cookies?

2.4.1 The following third parties may set cookies from our Site:

- Google
- LinkedIn
- Facebook

2.4.2 We use Google Analytics on our Site, which helps us measure how users interact with our website content. As a user navigates between web pages on our Site, Google Analytics uses JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page. The Google Analytics JavaScript libraries use HTTP cookies to "remember" what a user has done on previous pages / interactions with our Site. Google Analytics supports the JavaScript libraries (tag) (gtag.js) for measuring website usage and each gtag.js uses cookies for Google Analytics 4. For Google Analytics 4, the gtag.js JavaScript library uses cookies to:

- Distinguish unique users; and
- Distinguish sessions for a user.

The gtag.js cookies we use are set out in the table below in section 2. More details about Google Analytics cookies and privacy can be found at <https://policies.google.com/technologies/cookies?hl=en-US>.

2.4.3 Other sites and services (including, for example, advertising networks, providers of external services like web traffic analysis services, search engines and content recommendation engines) may also use cookies, over which we have no control. These cookies are likely to be analytical cookies or marketing cookies.

3. COOKIES WE USE

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Domain	Type	Description	Duration
COOKIES USED ON HTTPS://WWW.LIKEWISEPLC.COM				
PHPSESSID	www.likewiseplc.com	Essential	This cookie is native to PHP applications. The cookie is used to store and identify a users' unique session ID for the purpose of managing user session on the Site. The cookie is a session cookie and is deleted when all the browser windows are closed.	Session
_ga_HTREECEV78	.likewiseplc.com	Analytical	This third party cookie is installed by Google Analytics. It is used to persist session state.	2 years
_ga	.likewiseplc.com	Analytical	This cookie is installed by Google Analytics. It calculates visitor, session and campaign data and keeps track of site usage for the Site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	2 years
AWSELB	irs.tools.investis.com	Essential	Associated with Amazon Web Services and created by Elastic Load Balancing, AWSELB cookie is used to manage sticky	Session

Cookie	Domain	Type	Description	Duration
			sessions across production servers.	
li_gc	.linkedin.com	Functional and performance	Used to store consent of guests regarding the use of cookies for non-essential purposes.	2 years
AnalyticsSyncHistory	.linkedin.com	Analytical	Used to store information about the time a sync with the lms_analytics cookie took place for users in the designated countries.	30 days
bscookie	.www.linkedin.com	Marketing	This cookie is a browser ID cookie set by Linked share buttons and ad tags.	2 years
UserMatchHistory	.linkedin.com	Marketing	LinkedIn Ads ID syncing.	30 days
fr	.facebook.com	Marketing	Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.	3 months

4. OTHER WAYS TO MANAGE YOUR COOKIES

4.1 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 or use all or parts of our Site.

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

