# Desktop Monster

**YOUR DESKTOP ANYWHERE, ANY DEVICE**

## Desktop Monster Cookies Policy

**Last Updated: June 2018**

This site (www.desktopmonster.co.uk) uses small files called cookies to help us find out more about how visitors are using our site and, in some cases, customise or optimise their experience. This policy outlines what cookies we capture and why, and what you can do to control them. You may change the settings of your browser to modify the permissions you give to us and third parties for the storing of and gaining access to cookies on your device.

### How Can I Control Cookies?

You can control how cookies are used via your internet browser. You can usually find these settings in the 'options' or 'preferences' menu of your browser. To understand these settings, the following links may be helpful, or you can use the 'Help' option in your browser for more details.

Cookie settings in Internet Explorer
Cookie settings in Firefox
Cookie settings in Chrome
Cookie settings in Safari web and iOS

You can also:
- Access our website using an anonymous/ incognito browser window
- Object to the collection of data by Google Analytics
- Read Google's Privacy Policy
- Find out more information About Cookies

### What are 'cookies'?

'Cookies' are small text files that are stored by the browser (for example, Internet Explorer, Chrome or Safari) on your electronic device. They allow websites to store things like user preferences. You can think of cookies as providing a 'memory' for the website, so that it can recognise you when you come back and respond appropriately.

### How does Desktop Monster's website use cookies?

A visit to a page on our website may generate the following types of cookie:
- Essential/ Functional cookies
- Analytics cookies
- Marketing cookies
- Third party cookies

### Strictly Necessary / Functional Cookies

Some cookies we place on your browser ensure that our website works, delivering you information and services securely and optimally. These cookies are necessary for you to be able to make use of our online systems and are deleted as soon as you close your web browser.

### Session Handling

A session cookie is required to follow your progress through our website. It is essential to ensure that any information you enter or routes you take are remembered by the website. Without this cookie, every page you visited would treat you as a completely new visitor. This cookie does not identify you personally and is not linked to any other information we store about you.

**Load Balancing**

We may use more than one server to provide web pages. When you visit the website, you are assigned to one of several servers. This cookie is required to track which server you are communicating with in order to present a consistent user experience and remember information about the data you have entered. This cookie does not identify you personally and is not linked to any other information we store about you.

**Registration and Login**

We may use more than one server to provide web pages. When you visit the website, you are assigned to one of several servers. This cookie is required to track which server you are communicating with in order to present a consistent user experience and remember information about the data you have entered. This cookie does not identify you personally and is not linked to any other information we store about you.

**Analytics Cookies**

In line with many major websites, we use Google Analytics to track, report and optimise our website performance (e.g. number of visitors, where they came from, what pages they visited). This is tracked by us at an aggregate level and not on an individual level.

We use Google Analytics with the anonymizer function (the application "_gat. _anonymizeIp"). This means the IP address of the user is abridged by Google and anonymised when accessing our websites from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

When a user accesses our site from a Google search, Google Analytics places a cookie on the user's computer/ device. This enables Google to track what happens after they click on the link and hit our website.

The amount of time these cookies are stored by Google may vary. Find out more about Google Analytics use of cookies.

**Marketing Cookies**

We may also use other cookies for marketing and advertising purposes:

**Google Advertising**

We may use cookies to track the performance of paid search advertising using Google AdWords, for example conversions from an advertisement to an action on our website. We may also use cookies for Google Display Network Impression Reporting (served up by Doubleclick) – how our ad impressions, other uses of ad services and interactions with these ad impressions and ad services are related to visits to our site. We may also use cookies for remarketing, which is where we use the data from the cookie (past visits to our website) to serve up Sharp advertisements on third party websites.

The amount of time these cookies are stored by Google may vary. Find out more information about Google's use of cookies in advertising.

**Social Media Advertising**

We may also use cookies to track the performance of paid digital advertising campaigns via social networks, for example LinkedIn, Facebook and Twitter. We may also use these cookies for remarketing, which is where we use the data from the cookie (past visits to our website) to serve up Sharp advertisements on their websites.

These are stored by the third party for varying periods of time. Find out more information on LinkedIn cookies.

**Marketing Automation Platform**
Certain webpages may use cookies from our marketing automation platform Force24 to track a user's activity across multiple digital platforms e.g. email, social media and websites. The cookie does not contain personal information within it, however using a unique identifier it can link to personal data that may hold already about the user (e.g. IP address and contact information). This information may then be used to re-target the user with sales or marketing information based upon their previous activity.

These cookies are stored for varying periods of time. Find out more information on Force24 Cookies

**Third Party Cookies**
Sometimes our websites use the functionality of third party applications or software. In these instances, these organisations may also set their own anonymous cookies. They do this to track the success of their applications, or to customise the application for you. Because of how cookies work, our website cannot access these cookies, nor can the other organisation access the data in cookies we use on our website. Some examples of this in practice:

**Social Media Sharing**
When you share an article using a social-media sharing button (for example, Facebook) on the Sharp blog, the social network that has created the button will record that you have done this through a cookie.

**Using Google Maps**
We use a Google Maps plug-in for our Dealer Search functionality. Google Maps uses cookies to store your preferences and remember which browser you're using.

**Viewing YouTube videos**
We use a YouTube (owned by Google) plug-in to display videos on some of our web pages. Google/YouTube in this case uses cookies. Some of these are to ensure that the video player works correctly, some of these are to remember the preferences of the user, and some are to track the behaviour of the user. Information about your use of our website, including your IP address, may be transmitted to Google and stored on servers in the United States. This cookie does not identify you personally unless you are logged into Google, in which case it is linked to your Google account.

**How we use cookies**

# Desktop Monster®
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The following tables and information set out the cookies which are used on our site.

| Cookie Name | First or Third Party Cookie | Persistent or Session Cookie | Purpose cookie is used for |
|---|---|---|---|
| _ga | First | Session | Analytics / Measure interaction. |
| _gid | First | Session | Used to distinguish users. |
| _gat | First | Session | Used to throttle request rate |

If you would like to contact us about cookies please email us at
dataprotection@desktopmonster.co.uk