

# Minicam Cookie Policy

## Introduction

This document will inform you about how and why we use cookies. We will also tell you which cookies we use and some information about third parties which also place cookies on our website.

## What is a cookie?

Cookies are small text files that are stored on your device, and which let us make your experience better and more efficient. They allow us to recognize your device and browser, and store information which we deem of importance for the improvement of our services.

## Types of cookies

### Session Cookies and Persistent Cookies

- Session cookies are stored temporarily on the memory of your devices while you are visiting the website and are erased once you close your browser.
- Persistent Cookies are stored for a predetermined amount of time, which varies from cookie to cookie. It is longer than the session cookies; however, they also expire after some months. They aid us to understand whether you have previously visited our website or similar sites in the past.

### First Party and Third-Party Cookies

- First Party cookies are set directly by the website or by any of the subdomains of the website.
- Third Party cookies are set by websites not managed by us, such as our subprocesses or other technology partners.

## How do we use cookies?

- Options for logging in that will authenticate you on the website, keep your login session active, and remember how you prefer to store your login information.
- Tabbed information that keeps track of the tab or specific part of the website you are looking at.
- Regional content to deliver material specific to a region and keep track of time zone settings.
- Language preferences to choose and remember the language in which material is shown.
- The capability of the device to deliver various content depending on the browser device being used.

## What cookies do we use?

### Essential cookies

We may store cookies on your device if they are necessary to enable us to offer and provide our services. They are also required for you to navigate through the website and web application and benefit from all the available functions. These cookies cannot be switched off and are set for very basic options on the website, such as logging in, forms and set preferences such as time zone or languages.

### Analytical cookies

These cookies are placed to aid us in understanding how you interact with the available options on the website, which parts you use the most, and how you engage with our services. This helps us create statistics of usage and the amount of time you spend on the website. These statistics will ultimately help us to improve our website and any services we offer on it.



## Marketing cookies

These cookies and scripts allow for the delivery of advertisements more relevant to your visitors and their interests. They may also be used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.

## How to block cookies

You may stop or restrict the placement of cookies and other tracking technologies, such as pixel tags. You do this by blocking them on your device or by removing them and adjusting preferences on your browser. This may vary from device to device and from browser to browser.

Please see the links below for guidance on how to modify your web browser's settings on the most popular browsers:

- Microsoft Edge
- Internet Explorer
- Mozilla Firefox
- Google Chrome
- Apple Safari
- Opera
- Netscape

Once you correctly block cookies on your browser, parts of the website may become unavailable to you or may otherwise not function properly.

### How to opt-out of third-party cookies and targeted ads.

To opt out of tracking analytics placed by Google, you can opt out by using this form. This works for all websites that use Google's services to track and gather analytics data.

To understand and responsibly manage cookies that enable interested-based ads we strongly recommend that you go to the website of the Digital Advertising Alliance (DAA) or to the website of the Network Advertising Initiative (NAI).

To learn more, please visit <https://youradchoices.com/>. Many of our third-party service providers that serve interest-based advertisements to you across our services are members of the Network Advertising Initiative (NAI), or they follow the DAA's Self-Regulatory Principles for Online Behavioral Advertising. You can choose to opt-out directly from these third parties by visiting their opt-out pages on the NAI website (<http://www.networkadvertising.org/choices/>) and DAA website (<http://www.aboutads.info/choices/>). However, please note that if you "opt-out" you will keep seeing links and online advertisements; however, they will not be specifically targeted to you or tailored to your interests.

## Changes to this Policy

More detail on how we and/or other companies use cookies is available at [www.cookiesandyou.com](http://www.cookiesandyou.com).

If you have any queries regarding this Cookie Policy please contact us, we will be happy to answer any questions you may have about this Cookie Policy.

## Contact Us

**Company Name:** Minicam Ltd.

**Phone Number:** +44 (0) 1942 270 524.

**Email Address:** [info@minicam.co.uk](mailto:info@minicam.co.uk)

**Address:** Minicam Ltd, Unit 33-35 Ravenscraig Road, Little Hulton, Salford, M38 9PU

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## Cookies We May Use

Name	Provider	Class	Expiry	Purpose
hideLocalePrompt	Ride Shotgun	Functional	7 Days	Stores the current language of the site.
ssAcceptedCookies	Squarespace Inc	Essential	30 Minutes	Remembers you have accepted cookies from us.
_clsk	Microsoft Clarity	Essential	1 Year	Connects multiple page views by a user into a single Clarity session recording.
_clk	Microsoft Clarity	Marketing	1 Year	Persists the Clarity User ID and preferences, unique to that site is attributed to the same user ID.
^_ga\$	Google Analytics	Analytics	2 Years	This cookie is used to store and count pageviews.
_gac.*	Google Ads	Marketing	90 Days	Used to store and track audience reach.
_ga.*	Google Analytics	Analytics	1 Year	This cookie is used to store and count pageviews.
_gat_gtag_	Google Analytics	Analytics	1 Minute	This cookie is used to store unique user ID.
^_gid\$	Google Analytics	Analytics	24 Hours	This cookie is used to store and count pageviews.
sbjs_	Sourcebuster.js	Analytics	6 Months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie.
^dd_cookie_test_*	DataDog	Essential	1 hour	This cookie is set by Datadog to group all events generated from a unique user session across multiple pages. It contains the current session ID, whether the session is excluded due to sampling, and the expiration date of the session.
^li_adsId\$	LinkedIn	Marketing	30 Days	First-party identifier generated by the Insight Tag to help support conversion tracking as an additional signal on top of cookies.