

## **STV COMMERCIAL- COOKIE POLICY**

### **Introduction**

This Cookie Policy applies to our digital products and services which include our website ([www.stvcommercial.tv](http://www.stvcommercial.tv)) regardless of the platform you use to access them.

In this policy we explain what cookies are, the types of cookies used on our website, what they are used for and how you can manage and control cookies. If you provide personal data to us, such as your name, address, email address, date of birth, or information that allows us to identify the device you are using, we will use it in accordance with our **Privacy Notice** which is available on our website.

Please note that we update our Cookie Policy from time to time, so please take a fresh read through every so often. If we make significant changes, we will make that clear on our website or by some other means of contact such as email.

Our website is owned and operated by STV Central Limited a company registered in Scotland with company number SC142179 and having its registered office at Pacific Quay, Glasgow G51 1PQ ("STV"). STV Commercial is a trading style of STV.

If, after reading this policy, you are still struggling with cookies or want additional information about cookies used on this website, feel free to contact us at [enquiries@stv.tv](mailto:enquiries@stv.tv).

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#### **1. What are cookies?**

Cookies are small text files which are downloaded to your computer or mobile device when you visit a website. Your web browser then sends these cookies back to the website on each subsequent visit so that they can recognise you and remember things specific to you such as personalised details, preferences.

#### **2. When are cookies used?**

Cookies are used to improve the operation of our website and to make your visits to, and use of, our website straightforward, efficient and enjoyable.

#### **3. What cookies are used on our website?**

On this website we use embedded content from a Third Party Website at vimeo ([www.vimeo.com](http://www.vimeo.com)). Accordingly, cookies used by vimeo may be used when you visit our website. The cookies used are strictly necessary for our services to operate properly. They

are known as “Strictly Necessary” cookies and without them our website will not work as we intend it to.

We allow Lead Forensics ([www.leadforensics.com](http://www.leadforensics.com)) to place code on our website that allows the identification of the business IP address of businesses that visit our website. It is not currently possible to opt out of having your business IP address identified when you visit our website from your work.

#### **4. Managing cookies from our website**

Your browser will contain settings which enable you to control how, and to what extent, your device permits the use of cookies in your browser settings.

To find out more about cookies visit [www.aboutcookies.org](http://www.aboutcookies.org).

#### **5. Your consent to the use of cookies on our website**

The cookies that our website uses will, for the purposes set out in this policy and, subject to your browser settings, be stored in the memory of the device that you use to visit our website. Your use of our services will amount to your agreement to our placing cookies on your device in accordance with this policy.

#### **6. Finding out more**

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