

STV COMMERCIAL- COOKIE POLICY

Introduction

This Cookie Policy applies to our digital products and services which include our website (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.

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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). 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 also allow dotdigital.com to place cookies on your device. These are used to understand your use of our website, such as which pages you have visited. **Web Browser Tracking** is a cookie that tracks your browsing of our website’s pages and allows us to communicate with you better on aspects of our business that may interest you. **Surveys and Forms** is a cookie used when you complete any survey or form on our website. **The Landing page cookie** enables personalisation. The **HTTPS cookie** is used by a third party, Cloudflare, in association with dotdigital.com, to assist with security settings for users of our website who are on shared IP addresses.

We also use Google Analytics on our website. Google Analytics is a web analytics tool provided by Google. Google Analytics uses cookies to help the website analyse how users use our website. You may reject or delete these cookies by downloading and installing the Google Analytics Opt-out Web browser Add-on available here: <https://tools.google.com/dlpage/gaoptout>.

We allow Lead Forensics (www.leadforensics.com) to place code on our website that allows the collection of the business IP address of businesses that visit our website which can then be used to identify the business. It is not currently possible to opt out of having your business IP address identified when you visit our website from your work.

We also allow dotdigital to place code on our website that allows us to follow your browsing activity after you have clicked through from an email we have sent you. We can learn, for example, the pages that most interest you view. It is not currently possible to opt out of this.

4. Managing cookies from our website in your browser

You can block most cookies by activating the settings on your web browser that allow you to refuse the setting of some or all cookies. However, if you block all cookies you may not be able to access all or parts of our services, or you may experience reduced functionality when accessing certain services. Unless you have adjusted your web browser settings so that it will refuse cookies, our system will issue cookies as soon as you visit our website. The links below take you to the website of some of the major web browsers where you can find out more about how to manage cookies they set.

Google Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>

Android: <http://support.google.com/chrome/answer/2392971?hl=en-GB>

Firefox: <https://support.mozilla.org/en-US/kb/control-center-site-privacy-and-security-firefox>

Microsoft Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari OSX: <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Safari iOS: <https://support.apple.com/en-us/HT201265>

Blackberry: <http://uk.blackberry.com/legal/privacy-policy.html#types-info-d>

Other web browsers

With new devices being created all the time, including tablets and phones, it is not possible to list every web browser for every device. It may be best to consult the manufacturer's websites for further instructions regarding cookies.

To find out more about cookies visit www.aboutcookies.org.

Do Not Track (DNT)

Do Not Track is a feature offered by some web browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, (for example by advertising networks, social networks and analytic companies). Our Services do not currently respond to DNT requests.

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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