**STV COMMERCIAL- COOKIE POLICY**

**Introduction**

This Cookie Policy applies to the STV Commercial website (www.stvcommercial.tv) regardless of the platform you use to access it.

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.

This 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. References to "we" or "us" refer to STV Commercial.

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 privacyteam@stv.tv.

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1. **What are cookies and similar technologies?**

   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. Sometimes, instead of a cookie, we or parties acting on our behalf may use a type of computer code which would perform a similar role. These are often referred to as "similar technologies". In this cookie policy we'll refer to all of these as "cookies".

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.

They are also used to ensure our website works securely and as expected – some standard operations can rely on cookies to work, such as storing your cookie banner preferences.

Cookies enable us to understand how the site is being used – for example, we measure how many times a page has been read and what sections of the site are most visited. This allows us to make improvements, deliver better content, and generate leads.

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

The following types of cookies are used on our website.

(i)     **Necessary** cookies to enable you to move around our website and to use its features and to and to keep it secure. It is not possible to opt-out of them and if your device or web browser is not set to receive them, aspects of our website will not work as we intended. As part of this, we make available video content embedded on our website using Vimeo. Cookies are set by Vimeo in order to play the video and ensure security of the service.

(ii)    **Analytical** cookies are used to enable us to better understand your use of our website. These are non-essential, and you can reject or subsequently withdraw your consent at any time by opting out of Analytical Cookies in the Cookies panel.

We 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 services.  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.

(iii)   **Lead Generation** We make use of a third party provider, Spotler to place tracking code on our website that allows the collection of the IP address of the visitor. When you access our website from your workplace, the IP address can then be used to identify the domain name of your business. Spotler only collects the details of your organisation. For further information on how we use this information, please see our privacy policy.

We also use cookies through Spotler to see what pages of our website you have visited during your journey and, more specifically, what you have requested from our website, e.g. brochure request. This may will allow us to gauge potential interest in our website, and may inform our marketing messaging.

4.  **Managing cookies from our website in your browser**

You can view and update your cookie preferences at any time by clicking adjusting your cookie settings.

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 once you have given your consent. 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 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. **Finding out more**

If you want additional information about cookies used on this website, feel free to contact us at privacyteam@stv.tv.


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