Cookie Policy

for acceleraate.com

1. Introduction

We use cookies on our website for several purposes. Cookies allow us to provide you with a good experience when you visit and browse our website and help us to improve the content and user journeys provided. By continuing to browse our website, you are agreeing to our use of cookies. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

2. Analytical Performance Cookies

These cookies allow us to recognise and count the number of visitors, and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users easily find what they are looking for. We use the following cookies:

- Statistical information and logs about the number of visits to certain pages
- The pages you viewed and activities you carried out during your visit
- The time and date of your visit
- The duration you stayed on a certain page
- The path taken whilst on the site.

3. Targeting Cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Our website will set several types of third-party cookies, and we do not control the operation of any of them. The third-party cookies which may be set include:

3.1 Google Analytics

We use Google Analytics to collect data about website usage. This data does not include personally identifiable information. You can view the Google Privacy Policy here: www.google.com/policies/privacy/

3.2 LinkedIn Insight Tag

This cookie set enables us to measure campaign performance and conversion tracking from LinkedIn advertising and content. It also facilitates re-targeting across the LinkedIn platform, if you have visited our website.

3.3 Mouseflow

This cookie set enables us to anonymously monitor visitor behaviour (click tracking, heatmaps, page stats) on our website. This helps us to optimise your journey, and the content we show you when using our website. IP addresses are anonymised.

4. How do I turn cookies off?

If you want to delete cookies that are already on your device, you can do this by deleting your browser history or visit www.aboutcookies.org. You can also block cookies by activating the setting on your browser that allows you to refuse the setting of all cookies using the Decline option in our cookie banner when first accessing the site.

We may change this Policy from time to time because of changes required by our insurers, for operational or administrative reasons, or to comply with changes in the law.

5. Policy Review Process

Acceleraate is committed to continually review and improve all of our policies, and may make changes at any point. At the very least, all policies are reviewed annually and will be issued to all Acceleraate directors, employees, officers, as well as contractors under Acceleraate's direct supervision ("Colleagues").

Version Control

This is a controlled document produced by Acceleraate Ltd. The control and release of this document is the responsibility of the document owner. This includes any amendment that may be required. This document is ©Acceleraate Ltd, unless otherwise stated.

#	Change	Date	Author	Approved
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