Cookie Policy

We use cookies and similar tools across our website to improve its performance and enhance your user experience, this policy explains how we do that.

Cookies explained

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (referred to here as a "device") browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other websites. Many websites do this whenever a user visits their website in order to track online traffic flows.

How Westbase Group Ltd uses Cookies

During the course of any visit to the Westbase Group Ltd website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this, because cookies enable website publishers to do useful things like find out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

Information supplied by cookies can help us to analyse the profile of our visitors and help us to provide you with a better user experience. Westbase Group Ltd uses this type of information to help improve the services it provides to its website users. Generally, our cookies perform up to three different functions:

Essential cookies: Some cookies are essential for the operation of our website, for example cookies which enable an online shopping basket to store items, or facilitate essential security functions relating to data protection.

Performance Cookies: We utilise other cookies to analyse how our visitors use our website and to monitor website performance.

Functionality Cookies: We use functionality cookies to allow us to remember your preferences and to provide you with enhanced services.

Third Party Cookies in embedded content

Please note that during your visit to the Westbase Group Ltd website you may notice some cookies that are not related to Westbase Group Ltd. When you visit a page with content embedded from, for example, SlideShare, YouTube or Vimeo, you may be presented with

cookies from these websites. Westbase Group Ltd does not control the dissemination of these cookies. You should check the third party websites for more information about these.

Westbase Group Ltd Cookies and notification

Westbase Group Ltd utilises the plugin **Cookie Control from Civic UK**, a mechanism for controlling user consent for the use of cookies on their computer. This enables Westbase Group Ltd to comply with UK and EU law on cookies.

In managing this website and ensuring the best possible user experience Westbase Group Ltd uses Cookie Control to inform users that the site is using cookies. This can be accessed by clicking on the green triangle icon anchored to the bottom left corner of the viewport.

Managing Cookies

It is important to note that if you change your settings and block certain cookies, this means that certain features cannot then be provided and accordingly you may not be able to take full advantage of all of the websites features.

Further information on how to manage cookies using particular browsers can be found here at the free resource **All About Cookies**.

Tracking emails

Westbase Group Ltd sometimes tracks who opened the emails we send and who went so far as to click on any of the hyperlinks. We do this to measure the performance of our email campaigns, and to improve our offerings to our customers and users.

Contact us

If you would like any further information or have any comments about our Cookie Policy or any other aspect of our website, please contact our Marketing Department by either of the methods shown below:

–**info@westbasegroup.com**
– **Marketing Department, Westbase Group Ltd, 2 Lodge Way, Severn Bridge Industrial Estate, Caldicot, Monmouthshire, NP26 5PS**