

## Cookies Policy

This policy explains how we use cookies and your related choices.

Our website <https://www.raylo.com> and all subdomains (the “Site”) uses cookies to distinguish you from other users of our Site. This helps us to provide you with the best possible experience when you browse our Site and also allows us to improve our Site and make it better for you. We use session or persistent cookies which are stored on your computer, mobile or other electronic device (your “Device”) unless you decide you want to object or deny (see below).

Session cookies are cookies which expire at the end of your browsing session, whereas persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

### 1. What are cookies?

Cookies are text files containing small amounts of information that are transferred and stored to your Device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user’s device and to remember a user’s actions and preferences over a period of time.

Information is collected and used by us in accordance with the terms of this Cookie Policy and our Privacy Policy. You can access our privacy policy here: <https://www.raylo.com/legal>

### 2. How we use cookies

The Site uses two types of cookies: first party cookies and third-party cookies. First party cookies are set by us, whereas third party cookies are set by someone other than us (including, for example providers of external services like web traffic analysis) and may collect information about you which may then be sent on to a third party, over which we have no control.

Listed below are examples of third-party cookies we use:

- Google Adwords Conversion Tracking
- Google Ads Remarketing
- Google Analytics
- Bing Ads Universal Event Tracking
- Bing Conversion Tracking
- LinkedIn
- Facebook
- Snapchat
- TikTok

These cookies may be set for example: to collect anonymous statistics about visitor behaviours to enable us to improve our Site; to provide you with certain functionality which may enable enhanced features; to collect information about your browsing habits to build a profile of your interests and show you relevant advertisements of other sites. These cookies do not store personal information in themselves but are based on uniquely identifying your browser and device which could identify you if combined with other relevant data.

Raylo uses the following categories of cookies:

- Essential/strictly necessary cookies. These are cookies that are essential for the operation of our Site and enable you to move around the website and use its features by enabling basic functions like cookies consent. These cookies cannot be disabled by you. We therefore do not require your consent to set these cookies on your device as our website cannot function properly without them.
- Analytic/performance cookies. These allow us to recognise and count the number of visitors and to see how visitors move around our Site when they are using it in order to monitor website performance. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily. It also helps us to quickly identify and fix any issues that may arise. For example, we may use analytic cookies to determine why some pages are receiving error messages, or which method of linking between pages is most effective. The information collected by these cookies is not associated with your personal information.
- Functionality cookies. We may make use of these cookies to provide you with certain functionality. This enables us to personalise our content for you, remember your preferences (for example, your choice of language or region), or to recognise the platform from which you access the Site. These cookies are not used to track your browsing preferences.
- Targeting cookies. Targeting cookies (or advertising cookies) collect information about your browsing habits and are used to make advertising more relevant to you and your interests. They are also used to track the efficiency of our advertising campaigns, both on our services and on other sites and mobile applications.

### **3. Use of IP addresses and web logs**

We may also use your IP address and browser type to help diagnose problems with our server, to administer our website and to improve the service we offer to you. Your IP address might also be used to gather broad demographic information.

### **4. Consent**

By using our Site, you are consenting to using the cookies in accordance with the cookies policy. On your first visit to the website, you will have seen a Cookies pop up. It is important to note that you may withdraw your consent at any time.

### **5. How you can manage your cookie preferences**

You can block/disable cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. For more information on how to manage cookies stored on your computer, including guidance on how to disable cookies, please visit <https://www.allaboutcookies.org/managecookies/>.

Your mobile operating system may let you opt-out from having certain device identifiers used for interest-based advertising. You should refer to the instructions provided by your mobile device's manufacturer; this information is typically available under the "settings" function of your mobile device.

## **6. Third Party Websites**

Please note that our Cookies policy does not apply to, and we are not responsible for, the privacy practices of third-party websites which may be linked to or accessible through this website.

## **7. Updates to the Cookies Policy**

We may update this policy, for example where a change to the Regulation requires us to do so. We would encourage you to review this policy from time to time to keep you informed of any changes. This policy was last updated June 2021.

## **8. Contact us**

If you have any questions or queries regarding this Cookies Policy or use of cookies, please don't hesitate to contact us at: [help@raylo.com](mailto:help@raylo.com), or write to us: Raylo Group Limited, 5 New Street Square, London, EC4A 3TW.