

Cookie Notice

Introduction

This Cookie Notice explains what cookies are, what types of cookies are placed on your device when you visit our website and how we use them.

Please note that this Cookie Notice does not apply to, and we are not responsible for, the cookie practices of third-party websites which may be linked to our websites. Once you leave our websites, we do not have control over the placement of cookies on other websites, even if you are directed to them from our websites.

Please see our Privacy Notice <https://www.revealmedia.co.uk/privacy-policy> for further information on how Reveal Media, the controller, processes your personal information.

What are cookies?

Cookies are small text files that are sent to or accessed from your web browser or your device's memory. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the "lifetime" of the cookie (i.e. when it expires) and a randomly generated unique number or other identifier. A cookie also may contain information about your device, such as user settings, browsing history and activities conducted while using our services.

Who can drop cookies?

First-party cookies

First-party cookies are placed on your device directly by Reveal Media. For example, Reveal Media uses first-party cookies to adapt our website to your browser's language preferences and to better understand your use of our website.

Third- Party Cookies

Third-party cookies are placed on your device by our partners and service providers. For example, Reveal Media use third-party cookies to measure user numbers on our website or to enable you to maintain your logged-in status when you move between pages of the website.

How long does a cookie stay on my device?

Session cookies

There are session cookies and persistent cookies. Session cookies only last until you close your browser. We use session cookies for a variety of reasons, including to learn more about your use of our website during one single browser session and to help you to use our website more efficiently.

Persistent cookies

Persistent cookies have a longer lifespan and aren't automatically deleted when you close your browser. These types of cookies are primarily used to help you quickly sign-in to our website again and for analytical purposes.

Do you use other tracking technologies?

Other technologies (which Reveal Media also call cookies) such as web beacons (also called pixel tags or clear gifs), tracking URLs, software development kits (SDKs) or tags can also be used. Web beacons are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our service or opened an e-mail that Reveal Media has sent them. Tracking URLs are custom generated links that help us understand where the traffic to our webpages comes from. SDKs are small pieces of code included in apps, which function like cookies and web beacons. Tags are short pieces of code included in our website that function like cookies and involves the sharing of certain information about your device and your interactions with our website and with our third party partner(s).

What does Reveal Media use cookies (and other tracking technologies) for?

Like most providers of online services, Reveal Media use cookies and other tracking technologies to provide, secure and improve our services, including by remembering your preferences, recognizing you when you visit our website, personalizing and tailoring ads to your interests and for, advertising or retargeting purposes. To accomplish these purposes, Reveal Media also may link information from cookies with other personal information Reveal Media holds about you.

When you visit our website, some or all of the following types of cookies may be set on your device.

Cookie type

What does it do?

Essential website cookies

These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.

Functionality & Preference cookies

These cookies are used to provide you with certain functionality on our websites. These cookies are not essential but enhance your use of our websites. For example, we may use cookies to remember choices you make (such as your preferred language or region you are in), to recognize the platform from which you access the site, to enable embedded videos, and to provide enhanced and more personal features.

Analytics cookies

These cookies help us understand how our website is being used, how effective marketing campaigns are, and help us customize and improve our websites for you.

Targeting and advertising cookies

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, selecting advertisements that are based on your interests and measuring the number of ads displayed and their performance, such as how many people clicked on a given ad.

Social media cookies

These cookies are used to enable you to share pages and content that you find interesting on our website through third-party social networking and other websites. These cookies may also be used for advertising purposes too.

Geolocation

If you give us your consent, we can collect your precise geolocation (latitude and longitude) through various means, depending on the service and device you're using, including GPS, Bluetooth or Wi-Fi connections. The collection of your geolocation may occur in the background even when you aren't using the services if the permission you gave us expressly permits such collection. If you decline permission for us to collect your geolocation, we will not collect it.

If you would like more details, we can provide you with information regarding the cookies and other tracking technologies used on our website. We will try to be as comprehensive as possible when providing such a list, however, the cookies and other tracking technologies used on our website will change from time to time.

How can you control cookies?

Browser and devices controls

Some web browsers provide settings that allow you to control or reject cookies or to alert you when a cookie is placed on your computer. The procedure for managing cookies is slightly different for each internet browser. You can check the specific steps in your particular browser help menu.

You also may be able to reset device identifiers by activating the appropriate setting on your mobile device. The procedure for managing device identifiers is slightly different for each device. You can check the specific steps in the help or settings menu of your particular device.

Interest-based advertising tools

You can opt out of seeing online interest-based advertising from participating companies through the Digital Advertising Alliance, the Interactive Digital Advertising Alliance or Appchoices (apps only).

Do not track

Some web browsers (including Safari, Internet Explorer, Firefox and Chrome) have a "Do Not Track" ("DNT") feature that tells a website that a user does not want to have his or her online activity tracked. If a website that responds to a DNT signal receives a DNT signal, the browser can block that website from collecting certain information about the browser's user. Not all browsers offer a DNT option and DNT signals are not yet uniform. For this reason, many businesses, including Reveal Media, do not currently respond to DNT signals.

Social media

To allow you to share content on social media, some features of this website use social media plug-ins. Depending on your social media account settings, Reveal Media automatically receive information from the social media platform when you use the corresponding button on our website.

Social media platforms utilise information about their users in order to determine whether those users should be presented a specific advertising campaign based on criteria selected by the advertiser. This may include information collected through a pixel

or similar technology placed on our website, provided by users to the social media platform (e.g. account information and usage of the social network), and information collected from third party websites that is shared with the social media platform.

To opt-out of personalised advertisements on your social media account or newsfeed and for more information on how these social media platforms use your information, please visit: [Unsubscribe](#).

To learn more about social media cookies, Reveal Media suggest you refer to your social media platform's Cookie Notice and Privacy Notice.

What happens if I disable all cookies?

The changes you make to your cookie preferences may make browsing our website a less satisfying experience. In some cases, you may even find yourself unable to use all or part of our site.

Opting out of advertising cookies does not mean you will not see adds – it means you won't see personalized advertising from the companies that participate in the opt-out programs. Also, if you delete cookies on your device after you opted out, you will need to opt-out again.

How to contact us?

If you have questions about this Cookie Notice, you can email us at marketing@revealmedia.com.

Details of the cookies and tracking technologies used	Category	Cookie/tag	Third Party	Partner(s) deploying cookie/tag that information is shared with	Cookie Duration	Purpose
DoubleClick.net	User Statistics	Homepage Entry			14 Days	View User Activity for Marketing
Pardot	Client Relationship Management	Contact & Demo Forms		Salesforce Lightning	3 Years	View User Activity for Marketing & Sales
Javascript website UTM tracking	Analytics	All Pages		Pardot	30 days	View User Activity for Marketing & Sales
Youtube	Social Pixel	Homepage & Product Pages		Google Network	14 Days	View User Activity for Marketing

Google Tag Manager	Analytics	All Pages		Google Network	1 Year	View User Activity for Marketing
SEO Ahrefs	Keyword Performance	On All Pages			1 Year	View User Activity for Marketing