

PALACE HOLDINGS LIMITED

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Cookie Policy

To comply with the Privacy and Electronic Communications Regulations, we periodically conduct a Cookie Audit of our website. This Cookie Audit was last updated on 24 May 2012.

Our website uses a number of cookies to store data on our visitor's computers.

To find out how to control the cookies that are created on your device [please see this page](#). To find out how to delete cookies [please see this page](#). For more information about managing cookies, please see <http://www.aboutcookies.org/>.

Cookies created by this website

This website creates a number of cookies which are referred to as first party cookies, as they are specific to the host site that created them. All the first-party cookies which are created do not store any personal or sensitive information, or anything that makes you personally identifiable to us. They are used for essential functionality such as security when processing form data, or for analytics which helps us use anonymous visitor data to gain a better understanding of how people use our website.

Analytics

We use Google Analytics which creates a number of first-party cookies, all prefixed `__utm`:

`__utma` contains a unique and anonymous identifying ID, which allows us to ensure that subsequent visits to our website are recorded as belonging to the same (unique) visitor. This cookie expires after two years.

`__utmb` used to establish and continue a unique user session. Each time you request another page from the website, the cookie is updated to expire after 30minutes.

`__utmc` works with `__utmb` to determine when to create a new session for a website visitor. This is a session cookie and expires when you exit the browser.

`__utmz` tracks how you found us and is used to calculate traffic and navigation within the website.

`__utm` you may also sometimes find this cookie is created which relates to custom reporting segments, a feature which we occasionally use on Google Analytics.

Full details of the cookies which Google Analytics uses can be found in [Cookies & Google Analytics](#) in documentation for Google's Analytics tracking code. You can also read [Google's Privacy Policy for Google Analytics](#).

We don't share the data that Google Analytics collects and we don't believe that our use of Google Analytics is privacy-intrusive. We use the data that is collected in the following ways:

- To report, in aggregate, how our visitors find and use our website.
- To understand overall visitor behaviour; and
- To inform how we update and improve our website.

To opt out of our use of Google Analytics you may wish to consider using the [Google Analytics Opt-out Browser Add-on](#).

Cookie Message

If you click the 'close' button on the Cookie Message that may appear along the top of our website, our web server will create a cookie called cookieclosed, which is essential for remembering that you have closed this message and to prevent it from continually reappearing after you have closed the message. This cookie expires after 24 months from the initial 'close' of the message, after which the Cookie Policy message may reappear if you revisit our website.

Cookies created by external services

In addition to our first-party cookies, you may be served one or more of the following third-party cookies during your visit to our website. By using our website, we will assume that you are happy to receive all cookies. We have provided information at the top of this page on how you can set your browser to prevent cookies being created.

Third party cookies are created by an external service when you use a page on our website. These cookies are specific to the third-party's domain and accordingly, the data held in them can be seen and managed by the third party and not by us. We control whether or not we use the third-party service with our website and how it is integrated and presented on our website. We do not have control over the cookies themselves. We carefully select third party services to use on our website; ones that are not likely to abuse your privacy according to the terms of their privacy policies.

Google Maps

We may use Google Maps on our Contact Us page to provide detailed information on how to locate our offices. Google Maps stores up to four cookies: **khcookie**, **NID**, **SNID** and **PREF**. We use Google's Interactive Maps because we believe they provide a helpful way for our visitors to identify how best to travel to us. We use the Google Maps tools on the basis that Google adheres to its [privacy policy](#) and its [terms of service for Google Maps](#)

Other cookies

From time to time, we may use additional external services on our website which may create cookies on your device. As we add new services or make changes that use cookies, we will update this Cookie Policy with the details.

If you have any concerns about the cookies we create or the way we aim to attain consent from you, please contact us and we will be happy to answer your questions.