

# InfraFleet

## Cookie Policy

Welcome to InfraFleet and our website at [www.infracfleet.co.uk](http://www.infracfleet.co.uk). This Cookie Policy will provide more information about the cookies and similar technologies we, InfraFleet Ltd of 33 Holborn Street, 7th Floor, London, England, EC1N 2HT, UK (“InfraFleet“, “we“, “us“, or “our“), use, as well as information on how to refuse and disable/delete cookies.

If you have any questions or if you wish to exercise your rights, please feel free to email [info@infracfleet.co.uk](mailto:info@infracfleet.co.uk), to call us on +44(0)333 772 2788 or to write to us at the above address.

### Why do we have a Cookie Policy?

This Cookie Policy sits in line with the UK's Privacy and Electronic Communications Regulations (“PECR”) and the EU's Privacy and Electronic Communications Directive (“PECD”). In accordance with them, we need to inform you about the cookies we use and obtain your consent when using certain types of cookies namely Functional, Performance, Analytical and Advertising Cookies.

### What are cookies?

Cookies are small files with configuration information that are stored on your device. Cookies can be divided into the following two broad categories:

- *Technically necessary cookies (Essential)*  
Technically necessary cookies are required for our website to function properly; they enable you to navigate our website efficiently and use its functional features. An example of this is, the reminder of recently performed actions (e.g., entered text) when you return to a page within the same session.
- *Technically non-essential cookies (Performance, Functional, Analytical, Advertising )*  
Technically non-essential cookies are not necessary for the proper functioning of our website, but they enable us to improve the content of our website, compile statistics for internal market analysis purposes, provide you with a more personalised online experience or provide additional features. In particular we use analytical cookies.

*Analytical cookies* are used by third parties. These cookies allow third parties to recognize that you have visited our website. We and our third-party providers may also combine information obtained from these cookies with Personal Data available from other sources, including data collected about you when you use other websites and data collected about you when you are offline, whether on our website or data maintained by the third-party provider.

Within the described categories, different types of cookies are used and these can be subdivided into:

- *Session cookies*  
While you are active on a website, a session cookie is temporarily stored in your computer's memory, which stores a session identifier, for example, to prevent you from having to log in again each time you change pages. Session cookies are deleted when you log out or lose their validity once their session has automatically expired.
- *Permanent or persistent cookies*  
A persistent or protocol cookie stores a file on your computer for the period of time specified in the expiration date. These cookies allow websites to remember your information and settings the next time you visit. This results in faster and more convenient access, as you do not have to set your language preferences for our portal again, for example. When the expiration date passes, the cookie is automatically deleted when you visit the website that generated it.
- *Third-party cookies*



## Cookie Policy

Third-party cookies come from providers other than the website operator. For example, they may be used to collect information for advertising, custom content, and web statistics.

### *Google Analytics*

We use Google Analytics, a web analytics service provided by [Google LLC](#). Google Analytics also uses cookies to enable our website to analyse how users use our website across multiple devices. The information generated by the cookies about your use of our website is transmitted to and stored by Google, including transmission to the United States. The following data is processed through the use of Google Analytics:

- 3 bytes of the IP address of the called system of the website visitor (anonymised IP address),
- the website called up,
- the website from which the user reached the accessed page of my website (referrer),
- the subpages accessed from the website,
- the time spent on the website
- the frequency with which the website is accessed.

Google states that it will not associate your IP address with any other data held by Google. The use of this service is based on your consent.

### **Opting Out**

#### *Google Analytics*

You can disable tracking by Google Analytics with future effect by downloading and installing the Google Analytics Opt-out Browser Add-on for your current web browser following this link <http://tools.google.com/dlpage/gaoptout?hl=en>.

#### *General*

If you do not wish to participate in our advertising personalization or retargeting/tracking you can object to behavioural advertising at the following websites: [Your Online Choices](#), [Digital Advertising Alliance of Canada](#), [Network Advertising Initiative](#), [AdChoices](#) and the [European Interactive Digital Advertising Alliance \(Europe only\)](#).

### **Cookie Consent**

When you first visit our website, you will be asked to give your consent to cookies being stored on your device. You can accept all cookies or adjust your cookie settings to store only some of the above categories of cookies on your device. You can also refuse all cookies, except for essential cookies, which are cookies that are required for the proper functioning of the website.

You should be aware that if you disable/reject certain cookies, we will not be able to provide you with the best possible user experience on our website, as there may be services and features that you will not be able to use if cookies are required for us to remember the choices you have made.

You can revoke your consent or change your cookie settings at any time.

### **How can I delete or block cookies?**

Since cookies are not stored on our system, but locally on your computer/phone/tablet, we cannot retrieve or delete cookies. However, you can delete existing cookies and disable the use of cookies in general using the following instructions [Google Chrome](#), [Mozilla Firefox](#), [Microsoft Edge](#), [Opera](#), [Safari](#).

### **Links to other websites**

Please note that when you use a link from our website to a third-party website, such third-party websites may also set new cookies that are not subject to this policy. In such cases, we recommend that you refer to the cookie policy on the relevant third-party website itself.



# InfraFleet

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### **Validity and questions**

This Cookie Policy was last updated on Friday, 10th of September 2023 and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary. If you have any questions or if you wish to exercise your rights, please feel free to email [info@infrafleet.co.uk](mailto:info@infrafleet.co.uk), to call us on +44(0)333 772 2788 or to write to us at the above address.