



## Cookie Policy

This Cookie Policy applies to [www.omni-41.co.uk](http://www.omni-41.co.uk) operated by Omni Telemetry LTD of Bridge House, Bridge St, Olney MK46 4AB, United Kingdom (“Omni Telemetry”, “we”, “us”, or “our”) acting as the data controller.

If you have any questions about Cookies or about data protection at Omni Telemetry in general, you can reach us using [info@omnisystems.co.uk](mailto:info@omnisystems.co.uk), or call +44 (0)333 305 5373.

### **What are cookies and other tracking technologies?**

A cookie is a small file that is stored on the hard drive of your computer, smartphone, or other device. With the help of this file, it is possible to recognise your device/IP address and to reuse information about pages you have visited or to record functions you have used.

We use both our own and third-party cookies. Third-party cookies are used by external partners, such as partners who provide content for our websites, suppliers who are responsible for the various features of the website, or programs we use for our analytics and marketing. Through these third-party cookies, these external partners may collect data, such as your IP address and information about your browsing behaviour.

### **What are cookies for?**

We use cookies to track you and your behaviour on our website, social media platforms, and third-party websites so that we can provide you with a better user experience on our website and remember the choices you make when using it, such as your choice of country. We also use cookies to continually improve the content and functionality on our websites for you. In addition, we use cookies to tailor our marketing to your interests and to compile statistics on the use of our websites.

Overall, the cookies can be divided into the following two categories:

- *Essential cookies*  
These cookies are essential to allow you to browse our website and use its features, such as accessing secure areas of the website, providing requested services, and storing a user's cookie settings. For example, allowing you to keep your items in your shopping cart while you shop online are an example of essential cookies.
- *Optional Cookies*  
In contrast to essential cookies are what can be referred to as optional or non essential cookies. These cookies are classed according to their purpose as follows:
  - *Functional cookies*  
These cookies are used to store preferences set by users such as account name, language, and location.
  - *Performance cookies*  
These cookies collect information about how you use a website, such as which pages you have visited, and which links you have clicked on. None of this information can be used to identify you. All data is aggregated and therefore anonymized. Their sole purpose is to improve our website's functionality.
  - *Analytical cookies*  
We, as well as third-party vendors acting on our behalf, may use first-party cookies, third-party cookies, or other third-party identifiers to collect anonymous analytics and statistics about our website and how our visitors use them in order to help us improve our website. Our web servers' storage logs may collect domain names, Internet Protocol addresses, web browser types, and certain data from visitors to the Sites.



# Cookie Policy

- *Advertising Cookies*

Advertising Cookies are used to deliver customised advertising to the user. This can be very convenient, but also very irritating.

## **Subject to your consent**

We only use optional cookies with your prior consent. If you are visiting our website for the first time, a banner will appear on our website asking for your consent to use optional cookies. If you consent to this, we will store a cookie on your computer and the banner will not be displayed again for the lifetime of the cookie. Thereafter, or if you actively delete this cookie beforehand, the banner will be displayed again the next time you visit our website in order to obtain your consent again.

Further, most browsers allow you to control cookies through the cookie settings, which you can customise to consent to the use of cookies. You can also check and delete cookies with most browsers. To do so, please refer to your browser manufacturer's documentation by following the link relevant to you [Google Chrome](#), [Mozilla Firefox](#), [Microsoft Edge](#), [Opera](#), [Safari](#).

## **Google Analytics**

We use Google Analytics based on our legitimate interest and your consent, a web analytics service provided by [Google LLC](#), on our website. 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, and
- 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.

## **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>.

### *LinkedIn*

If you do not wish to participate in usage-based advertising through LinkedIn you can change your ad settings by following these instructions: <https://www.linkedin.com/help/linkedin/answer/a1342443>

### *YouTube*

If you do not wish to participate in usage-based advertising through YouTube you can change your ad settings by following these instructions: <https://www.youtube.com/howyoutubeworks/user-settings/ad-settings/>

### *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 \(Europe only\)](#).

## **Validity and questions**



## **Cookie Policy**

This Cookie Policy was last updated on Monday, 08th January 2024, and is the current and valid version. However, we may update this policy for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. We recommend that you check here periodically for any changes.

If you have any questions about Cookies or about data protection at Omni Telemetry in general, you can reach us using [info@omnisystems.co.uk](mailto:info@omnisystems.co.uk), or call +44 (0)333 305 5373.