

## Cookie Policy

Updated  
March 10th 2022

*This cookie policy describes the cookies that may be set and read when you visit our website and the purposes for which we use those cookies and any personal information collected by using them.*

### **Our use of cookies**

Welcome to <https://releasd.com/> ('Site'). Here you will find information on what cookies may be set when you visit our Site and the purposes for which we use those cookies. The Site is owned and operated by Releasd Limited ('we', 'our', 'us' as applicable). For further detailed information about this Site, please click here to see our Terms of Use and our Privacy Policy.

Some cookies work by collecting and storing some form of personal information about you, so this policy also describes the personal information we process or allow others to access when using cookies.

### **What are cookies?**

A cookie is a small data file that is placed on your computer or other device to allow a website to recognise you as a user when you return to the website using the same computer and web browser, either for the duration of your visit (using a 'session cookie') or for repeat visits (a 'persistent cookie'). Other similar files work in the same way and we use the word 'cookie' in this policy to refer to all files that collect information in this way.

Cookies are an extremely common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use cookies for the following purposes:

**Strictly necessary cookies.** These are cookies required to provide core functionality. The Site will not function properly without these cookies and they are enabled by default and cannot be disabled.

**Preference cookies.** These are used to enable the Site to remember information to customise how the Site looks or behaves for each user. This may include storing selected currency, region, language or colour theme).

**Analytical cookies.** These help us improve our Site by collecting and reporting information on its usage.

**Marketing cookies.** These are used to track visitors across websites to allow publishers to display relevant and engaging advertisements.

This Cookie Policy gives you information on the specific cookies used on this Site.

### **Consenting to the use of cookies and the personal information they collect**

As mentioned above, certain cookies we use are strictly necessary for our Site to work. For example, when you visit our Site for the first time, we present you with a cookie notice and tool (**Cookie Tool**) requesting your consent for non-essential cookies. We have to use a cookie to remember your cookie preferences in order to comply with the law (you can see details of this cookie in the table below).

When you first visit our Site, we automatically set essential cookies on your device that are strictly necessary for our Site to work. In relation to all other types of cookies we wish to use, you will be invited to consent to our

use of them using our Cookie Tool. If you do not provide your consent using the Cookie Tool, we will not set these cookies on your device.

If you do not provide your consent, our Site will still work but some of the enhanced and personalised features may not.

If you provide your consent in respect of cookies, you will also be providing your consent for us and the relevant third parties that use those cookies to use your personal information in the ways set out in our Privacy Policy. We will only set or read the relevant cookies for the durations set out in the table below. You can withdraw your consent at any time by using the Cookie Tool to turn off/opt-out of the relevant cookies. The cookie files may remain on your device after you have opted-out of using them. Please see the **How to control and delete cookies** section of this policy or check your browser's help pages to find out how to delete these files from your device.

If you withdraw your consent for us to use non-essential cookies, the consent you have given us to use any personal information we collect using those cookies will also be withdrawn. Please see our [Privacy Policy](#) for further details.

### Cookie used on our Site

The table below sets out the first party and third party cookies that are set and read on your device.

The legal reason (also known as the 'lawful basis') for using the personal information collected using the cookies is that we have your consent as you will have given this to us when consenting to the cookie associated to that information. As we do not ask for consent for non-essential cookies, we process the personal information from these cookies as it is necessary for us to pursue a legitimate interest, namely the provision of the Site to you. For more information generally about the lawful bases on which we rely to use your personal information, please see our [Privacy Policy](#).

Some third party cookies are set by third parties that provide a service to us and who act on our behalf and on our instructions. Our Privacy Policy applies to the personal information collected using these cookies.

Other third parties are companies who use the personal information for their own business purposes and are, for the purposes of data protection law, 'controllers' in their own right. Whilst we provide a summary of the third party cookies for these companies in the table below, you should also check the relevant third party's privacy policy using the links in that table for more information about how these cookies and the personal information they collect are used.

### Strictly necessary cookies

Name	Hostname	Path	Expiry
cookiehub	releasd.com	/	365 days
Used by CookieHub to store information about whether visitors have given or declined the use of cookie categories used on the site.			
wcsid	www.releasd.com	/	Session
Cookie set by Olark Live Chat software. A session identifier that we use only on your site to keep track of a single chat session.			
hblid	www.releasd.com	/	730 days

Name	Hostname	Path	Expiry
Cookie set by Olark Live Chat software. A visitor identifier that we use only on your site to remember this visitor between visits.			
_oklv	www.releasd.com	/	Session
Cookie set by Olark Live Chat software. The Olark loader version (for improved caching).			
_okdetect	www.releasd.com	/	Session
Cookie set by Olark Live Chat software. Used for detecting when storage contexts have changed due to things like ssl or host transitions (helps maintain your chat across pages).			
olfsk	www.releasd.com	/	730 days
Cookie set by Olark Live Chat software. Storage identifier that we use to maintain chat state across pages (e.g. message history).			
_ok	www.releasd.com	/	Session
Cookie set by Olark Live Chat software. Most recent Olark site ID (security measure).			
vuid	.vimeo.com	/	730 days <span style="background-color: #ccc; padding: 2px;">3rd party</span>
These cookies are used by the Vimeo video player on websites.			

### Preferences

Name	Hostname	Path	Expiry
_okbk	<a href="http://www.releasd.com">www.releasd.com</a>	/	Session
Cookie set by Olark Live Chat software. Extra state information (e.g. chat box being open/closed)			

### Analytical cookies

Name	Hostname	Path	Expiry
_ga	.releasd.com	/	730 days

Name	Hostname	Path	Expiry
Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.			
<code>_gid</code>	<code>.releasd.com</code>	<code>/</code>	1 day
Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.			
<code>_gat_*</code>	<code>.releasd.com</code>	<code>/</code>	1 hour
Used by Google Analytics to throttle request rate (limit the collection of data on high traffic sites)			

### Marketing cookies

Name	Hostname	Path	Expiry	
<code>test_cookie</code>	<code>.doubleclick.net</code>	<code>/</code>	1 hour	3rd party
Used to check if the user's browser supports cookies				
<code>UserMatchHistory</code>	<code>.linkedin.com</code>	<code>/</code>	30 days	3rd party
Contains a unique identifier used by LinkedIn to determine that two distinct hits belong to the same user across browsing sessions.				
<code>AnalyticsSyncHistory</code>	<code>.linkedin.com</code>	<code>/</code>	30 days	3rd party
Used by LinkedIn to store information about the time a sync with the <code>lms_analytics</code> cookie took place for users in the Designated Countries				
<code>lang</code>	<code>.ads.linkedin.com</code>	<code>/</code>	Session	3rd party
Session-based cookie that remembers the user's selected language version of a website.				
<code>bcookie</code>	<code>.linkedin.com</code>	<code>/</code>	730 days, 12 hours	3rd party
This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.				

Name	Hostname	Path	Expiry	
lidc	.linkedin.com	/	1 day	
Used by LinkedIn for routing.				
lang	.linkedin.com	/	Session	
Session-based cookie that remembers the user's selected language version of a website.				
bscookie	.www.linkedin.com	/	730 days, 12 hours	
Used by the social networking service, LinkedIn, for tracking the use of embedded services.				
li_gc	.linkedin.com	/	728 days, 3 hours	
Used by LinkedIn to store consent of guests regarding the use of cookies for non-essential purposes				
personalization_id	.twitter.com	/	730 days	
This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.				
_gcl_au	.releasd.com	/	90 days	
Used by Google AdSense to understand user interaction with the website by generating analytical data.				

## **Google Analytics**

Our Site uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies to analyse the use of our Site by you and other visitors. The information generated by the cookie about the use of our Site is usually transferred to a server of Google in the United States where it is stored. Please see our Privacy Policy for further information regarding personal information transferred overseas.

We have activated internet protocol (IP) address anonymisation for Google Analytics so that your IP address is shortened in advance of transfer to Google if you are located in the United Kingdom or European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the United States and shortened there. Google will use this information on our behalf to evaluate the use of our Site by you and other users, to compile reports on the activities on our Site and for further purposes related to the use of our Site to provide services to us.

The IP address submitted by your browser to Google Analytics will not be merged with other Google data. Please see our Privacy Policy for details of the personal information that we collect from you using the Google Analytics service.

## **How to control and delete cookies**

You can change your cookie preferences at any time by deleting cookies using your browser and refreshing any page on our Site or by using our [Cookie Tool](#).

You can also use online tools provided by the following industry bodies for opting-out of third party cookies for targeted advertising:

Network Advertising Initiative  
Digital Advertising Alliance  
European Interactive Digital Advertising Alliance

In relation to Google Analytics cookies, you can also use the specific Google opt-out tool at <https://tools.google.com/dlpage/gaoptout>.

You may wish to visit <http://www.allaboutcookies.org/> which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your device, as well as more general information about cookies. Please note that, as these websites are not owned or operated by us, we are not responsible for any of the content on them.

## **Email tracking**

Some of the emails we send to you may contain a 'web beacon pixel' or tracked links which allows us to identify when you have opened the email and to verify which links contained in the email you have accessed. We use this information to determine which parts of our emails are of most interest to you.

You can delete the pixel by deleting the email.

Alternatively you can unsubscribe from our mailing list by contacting us at [hello@releasd.com](mailto:hello@releasd.com)

## **Changes**

We may make changes to this Cookie Policy at any time by sending you an e-mail with the modified Terms or by posting a copy of them on the Site. Any changes will take effect 7 days after the date of our email or the date on which we post the modified terms on the Site, whichever is the earlier. Your continued use of the Site after that period expires means that you agree to be bound by the modified policy.

## **Contact us**

If you have any questions or concerns about cookies or your privacy when using this Site, please contact us as follows:

By post at Releasd Limited, 5 Jardine House, Bessborough Road Harrow, HA1 3EX, UK

By telephone on: +44 (0)207 424 7922

By email at [hello@releasd.com](mailto:hello@releasd.com)