

# Mobishape.com Privacy & Cookies Policy

Last updated: May 25, 2017

We are committed to protecting and respecting your privacy. This policy provides you with the details of how any personal data we collect from you or that you provide us will be used and processed.

## Information from the user

We may collect and process the following aspects of data about you: Information that you provide us by filling in forms on our site.

If you contact us, we may keep a record of that correspondence

We may also ask you to complete questions or surveys for research purposes. This is not some thing you have to respond too.

Details of your visits to our site in the form of analytics, this could include places and resources you access on our site, time spent on our site and where you are directed to our site from.

## IP Addresses

We may collect information about your computer, including where available your IP address, operating system and browser type all of this is for system administration. This is only statistical data and does not identify any individual.

### Personal Data

The transmission of information via the Internet is not completely secure, although we will do our best to protect your personal details but can not guarantee the security of your data. Any transmission is at the risk of the site user. Once we have received any information we will use strict procedures and security features to try and prevent unauthorised access.

### Uses of your information

We use the information held about you in the following ways:

- To ensure that content from our site is presented in the

most effective way for you and your computer.

- To carry out any requests or obligations arising from any contact you may have with us.
- To provide you with information or services that you have requested from us or which we feel may interest you, if you have given us consent to get in contact with you.
- To enable you to participate in any interactive features our service offers, as and when you choose to do so.
- To notify you of any changes to our service.

## **Disclosure of your information**

We may disclose your personal information to third parties if we are under a duty to disclose or share your data in order to comply with any legal obligation. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk solution.

## **Your rights**

You have the right to ask us not to process your personal data for marketing purposes, although we will usually ask your permission before we collect any information if we intend to disclose any details to and third party for any such purposes.

You have the right to refuse such intentions by checking the correct boxes on any forms we use to collect data, or by contacting us at any time.

Our site may from time to time contain links to and from other websites. If you were to follow a link to any of these sites please note that these websites have their own privacy policies and we do accept any responsibility or liability for these policies. Please make sure to check these policies before you submit any personal data to any of these websites.

## Cookies

We use cookies, pixel tags and similar files or technologies to collect and store the information we automatically collect about your computer, device, and use of www.mobishape.com (together with all of its subdomains and any mobile versions or related applications, the “Website”). You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie policy, by following the 'opt-out' links provided below or by changing your browser settings so that cookies from the Website cannot be placed on your computer or mobile device.

### 1. What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a certain webpage. Cookies are then sent back to the originating webpage on each subsequent visit, or to another webpage that recognizes that cookie. Cookies are widely used in order to make the Website work, or to work more efficiently, as well as to provide information to the owners of the Website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited the Website before or whether you are a new visitor. They can also help to ensure that adverts you see online are more relevant to you and your interests.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, performance /

analytics, advertising and social media purposes.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by the Website to recognize your computer when you open your browser and browse the Internet again.

## **2. How do we use cookies?**

We use cookies to:

- track traffic flow and patterns of travel in connection with the Website;
- understand the total number of visitors to our Website on an ongoing basis and the types of internet browsers (e.g. Firefox, Chrome or Internet Explorer) and operating systems (e.g. Windows or Mac OS) used by our visitors;
- monitor the performance of the Website and to continually improve it;
- customize and enhance your online experience.

## **3. What types of cookies do we use?**

The types of cookies used by us and our partners in connection with the Website can be classified into one of five categories, namely 'essential Website cookies', 'functionality cookies', 'analytics and performance cookies' and 'social media cookies'. We've set out some further information about each category, and the purposes of the cookies we and third parties set in the following table.

Type of cookie	What it does	How to block
<b>Cookies necessary for essential Website purposes</b>	<p>These cookies are essential to provide you with the Website and any services available through this Website and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like transactional pages and secure login accounts, would not be possible.</p>	<p>Please see the instructions set out in 'How to control or delete cookies' below.</p>
<b>Functionality Cookies</b>	<p>Functionality cookies record information about choices you've made and allow us to tailor the Website to you. These cookies mean that when you continue to use or come back to the Website, we can provide you with our services as you have asked for them to be provided. For example, these cookies allow us to:</p> <ul style="list-style-type: none"> <li>• Save your location preference if you have set your location on your homepage, if applicable, in order to receive a local weather forecast;</li> <li>• Remember settings you have applied, such as layout, text size, preferences, and colors;</li> <li>• Show you when you are logged in; and</li> <li>• Store accessibility options.</li> </ul>	<p>Please see the instructions set out in 'How to control or delete cookies' below.</p>
<b>Performance / Analytics Cookies</b>	<p>We use performance/analytics cookies to analyze how the Website is accessed, used, or is performing in order to provide you with a better user experience and to maintain, operate and continually improve the Website. For example, these cookies allow us to:</p> <ul style="list-style-type: none"> <li>• Better understand our Website visitors so</li> </ul>	<p>Please also see the instructions set out in 'How to control or delete cookies' below.</p>

	<p>that we can improve how we present our content;</p> <ul style="list-style-type: none"><li>• Test different design ideas for particular pages, such as our homepage;</li><li>• Collect information about Website visitors such as where they are located and what browsers they are using;</li><li>• Determine the number of unique users of the Website;</li><li>• Improve the Website by measuring any errors that occur; and</li><li>• Conduct research and diagnostics to improve product offerings.</li></ul>	
<b>Social Media Cookies</b>	<p>On some pages of our Website, third parties that provide applications through our Website may set their own anonymous cookies in order to track the success of their applications or customize applications for you. For example, when you share an article using a social media sharing button on our Website (e.g., Twitter or Facebook), the social network that has created the button will record that you have done this. Because of how cookies work, we cannot access these cookies, nor can the third parties access the data in cookies used by us. Some pages of our Website may also contain embedded content, such as video content from YouTube or Vimeo, and these sites may set their own cookies.</p>	<p>Please see the instructions set out in 'How to control or delete cookies' below.</p>

## **4. How to control or delete cookies**

You have the right to choose whether or not to accept cookies and we have explained how you can exercise this right below. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Website.

Most browsers allow you to change your cookie settings. These settings will typically be found in the “options” or “preferences” menu of your browser. In order to understand these settings, the following links may be helpful, otherwise you should use the “Help” option in your browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari web and iOS.](#)

If you only want to limit third party advertising cookies, you can turn such cookies off by visiting the following links:

- Your Online Choices (<http://www.youronlinechoices.com/uk/>)
- Network Advertising Initiative (<http://www.networkadvertising.org/>)
- Digital Advertising Alliance (<http://www.aboutads.info/consumers>)

Please bear in mind that there are many more companies listed on these sites than those that drop cookies via the Website.

## **5. Changes to this Cookie Policy**

We will occasionally update this Cookie Policy to reflect changes in our practices and services. When we post changes to this Cookie Policy, we will revise the "Last Updated" date at the top of this Cookie Policy. If we make any material changes in the way we collect, use, and/or share information held in cookies, we will notify you by prominently posting notice of the changes on the Website. We recommend that you check this page from time to time to inform yourself of any changes in this Cookie Policy or any of our other policies.

## **6. Need More Information?**

If you would like to find out more about cookies and their use on the Internet, you may find the following links useful:

- [All About Cookies](#)
- [youronlinechoices.co.uk/uk](http://youronlinechoices.co.uk/uk)

## **7. Cookies that have been set in the past**

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

## **8. Contact us**

If you have any questions or comments about this cookies policy, or privacy matters generally, please email us at [contact@mobishape.com](mailto:contact@mobishape.com) or at the following address:

Mobishape Ltd

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