

## **Assits Cookie Policy**

Our website uses cookies which allow us to monitor the use of our website. This is for general purposes only and the information we gather cannot be used to identify you as an individual.

We only use Google Analytics cookies on our website. These cookies are harmless. We do not use any other third party cookies. You may turn off cookies in your browser if you wish. Instructions on how to do this are at the bottom of this policy.

Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website, such as which pages are popular and which ones are not.

### **Google Analytics Cookies DO**

- Identify a computer to a website

- Store information generated by a website

### **Google Analytics Cookies DO NOT**

- Identify a computer's owner to a website

- Gather information from a computer

## **Frequently asked questions**

### **What is a cookie?**

A cookie is a small text file which is generated by a website and stored in a folder on your computer. The cookie stored is unique to your computer.

### **Why are cookies needed at all?**

Cookies are needed to make websites work better. For example when you add an item to your shopping cart on the Amazon website the contents of the shopping cart are stored in the cookie. Another example would be when you log into a webmail service such as Hotmail or Gmail a cookie is generated that confirms you are logged in. When you log off the cookie is deleted. This means if someone goes back to your webmail address they will not be able to read your emails.

### **What cookies does Assits use?**

We only use Google Analytics cookies to record visits to the website. This helps us to identify which parts of the website are popular and which are less so.

### **Why do Google need to know about my computer?**

Early web traffic analytics used the IP address of a visitor a website however this did not allow for tracking individual visitors where the IP address was the same, for example, computers on a corporate network. Google will store and use this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

The information generated by Google Analytics cookies will be used by Google to evaluate the use of this website.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

### **I still don't want cookies on my PC – what can I do?**

Most browsers allow you to refuse to accept cookies.

In Internet Explorer, you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector.

In Firefox, you can adjust your cookies settings by clicking “Tools”, “Options” and “Privacy”.

Blocking cookies will have a negative impact upon the usability of some websites.