



**HANSON**  
ASSET MANAGEMENT

# Cookie Policy

02/08/2021



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**Latest update: 02/08/2021**

Hanson Asset Management Limited (“**HAM**”, “us”, “we” or “the Firm”), as a Data Controller, have an obligation under the Privacy and Electronic Communications Regulations (PECR) to inform individuals of cookies and the purpose of the information collected from them.

## **(i) What they are**

Cookies are small files made up of letters and numbers which are stored by your internet browser when you visit a website. Cookies are in place by HAM to improve your experience on our website (hansonam.com). The website can be accessed without cookies should you wish not to activate them, however, this may prevent the website from functioning properly.

## **(ii) Why they are being collected**

Information collected by us through cookies does not contain personal data. This information is used to:

- a. analyse trends and track users’ movements on the website
- b. analyse the performance of hansonam.com
- c. improve our website based on how it is used
- d. provided statistical analysis to support our marketing

## **(iii) Purpose and duration of cookies used**

There are two types of cookies. **Session cookies** only exist whilst for the duration of your website visit and **Persistent cookies** stay on the device (but can be deleted by the user) which help us identify you as unique user.

The following cookies are collected by a third party. This information is not shared with other companies, organisations or individuals outside of Google with the exception of: your consent, domain administrators, external processing or legal reasons.

<b>Cookie</b>	<b>Host</b>	<b>Duration</b>	<b>Expiry</b>	<b>Purpose</b>
_ga	Google Analytics	Persistent	2 years	To collect statistical data which helps to understand how the visitor uses the website. This also helps improve the user experience.
_gat	Google Analytics	Persistent	2 years	To collect statistical data which helps to understand how the visitor uses the website. This also helps improve the user experience.
_gid	Google Analytics	Persistent	1 day	To distinguish users.