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Unit 10 | Northgate Industrial Park  
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[info@tiptopmaintenance.com](mailto:info@tiptopmaintenance.com)  
02082153276

## GDPR Privacy Policy

### Cookies Policy

This Cookies Policy sets out the basis on which we, Tip Top Maintenance Limited trading as Tip Top Maintenance Limited, use cookies and similar technologies on or in relation to our website, [www.tiptopmaintenance.com](http://www.tiptopmaintenance.com) (**Our Website**). This Cookies Policy is effective from 24th May 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled About Cookies.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled How to accept or reject cookies.

#### Contents

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## **ABOUT COOKIES**

### **What are cookies?**

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

### **ESSENTIAL AND NON-ESSENTIAL COOKIES**

Cookies can be classified as either 'essential' or 'non-essential'.

**Essential Cookies:** these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

**Non-essential cookies:** these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

### **SESSION AND PERSISTENT COOKIES**

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

**Session cookies:** session cookies last for as long as you keep your browser open. They expire when you close your browser.

**Persistent cookies:** persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.



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## **FIRST AND THIRD PARTY COOKIES**

Cookies can be classified as 'first party' or 'third party'.

**First party cookies:** these are cookies placed on your device by our website domain.

**Third party cookies:** these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

Legal basis for processing: we process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interests:** ensuring our site functions properly and providing you with online services you have requested.

## **LIST OF COOKIES USED**

In the table below we set out what cookies we use on our websites and how they are used. To read the table it is useful to know the following:

1. Cookies have a lifetime. Some only last until you close your browser or a short time. These are called 'session cookies'. Some last longer though, for example, to enable a website to recognise you when you return to them. These are called 'persistent cookies'.
2. Cookies placed directly by a website owner (like us) are known as 'first party cookies' and most modern websites also use technology provided by other people/businesses, for example to provide online advertising. Cookies placed by other parties are known as 'third party cookies'.

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested. We use the following essential cookies on our website:



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### STRICTLY NECESSARY COOKIES

What are they? These cookies are essential to enable you to move around our website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like shopping baskets or electronic billing cannot be provided.

Cookie name	What is it used for?	Other information
ASPXROLES	This cookie is placed when you log into a protected area of our website. It allows our website to define what roles and permissions are assigned to you.	This is a first party session cookie.
ASP.NET_SessionId Customer session cookie Server cookies Last request time	These cookies identify your unique session throughout your journey through our website and are used to indicate when you need to log-in to our website again.	ASP.NET_SessionId is a first party session cookie.
BC_BANDWIDTH	This cookie detects the bandwidth of your internet to allow us to stream videos to your browser.	This is a first party session cookie.
GetGrowingUser	This cookie identifies you if you have logged in to the Get Growing section of our website.	This is a first party session cookie.
Secure token 3D secure cookies	These cookies enable our website to identify you when moving to any secure pages of our website, including when going through the 'Verify By Visa' or 'Mastercard Securecode' process when making a payment on our website.	3D secure cookies are third party cookies.



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## **FUNCTIONALITY COOKIES**

What are they? These are cookies that allow our website to remember choices you make (such as your username, language, or the region you are in) and to provide enhanced, more personal features. These cookies can remember changes you have made to text size, fonts and other parts of web pages you can customise.

They may also be used to provide services you have asked for, such as watching a video or commenting on a blog.

<b>Cookie name</b>	<b>What is it used for?</b>	<b>Other information</b>
.EPiServer Login	This cookie is placed when you log into a protected area of our website. It allows our website to define what roles and permissions are assigned to you.	This is a first party persistent cookie that lasts for 30 days
Act c_user Csm Datr Fr Lu P S Presence reg_fb_ref xs	These cookies enable you to share content with Facebook from our website, and to show us the first and last of our Facebook pages that you visited. Facebook can track visitor information and activity connected to Facebook. These cookies can sometimes be placed even if you are not a Facebook user or logged in to Facebook.	These are third party cookies. act, p, s and reg_fb_ref are session cookies. c_user can either be a session cookie or a persistent cookie which lasts for up to 30 days. csm, fr and xs last for 22 days. Lu and datr last for 488 days.
DeviceAction	This cookie detects whether you are accessing our website via a mobile platform (e.g. your mobile phone) so that we can display the appropriate version of our website.	This is a first party persistent cookie that lasts for 158 days.
Hsid	This MorningStar cookie provides share and fund price information.	This is a third party cookie session cookie.
MorrGlobalUser	This is a first party persistent cookie that lasts	This cookie helps us



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	for 183 days.	identify you as a unique user on the website.
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### **HOW TO OPT OUT OF ESSENTIAL COOKIES**

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled How to accept or reject cookies.

### **PERFORMANCE COOKIES ALSO KNOWN AS ANALYTICAL COOKIES**

What are they? These cookies collect information about how you use our websites, for example which pages you go to most often and if you get an error message. These cookies are used to improve how our website works.

### **PROCESSING INFORMATION ABOUT YOU CONTAINED IN OR OBTAINED FROM FUNCTIONAL COOKIES**

Legal basis for processing: we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device. Legitimate interests: improving your website experience and providing the website functionality you have requested for analysing information about users of your website live chat service. For further information on how we use the information gathered from our use of functional cookies, please see the section entitled Our use of automated decision making and profiling in our privacy policy.



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<p>Google Analytics (_utma, _utmb, _utmc and _utmz)</p>	<p>These cookies enable Google Analytics software to work which helps us to take and analyse visitor information such as browser usage (e.g. how long you spend on our website, when you start and finish, the amount of times you visit, when your previous visit was), new visitors' response to marketing and shopping times. This information enables us to produce reports to help us improve our website, your shopping experience and to make our marketing activity more relevant. Please note, the data stored by these cookies can only be seen by us and Google.</p>	<p>These are first party cookies. _utma is a persistent cookie that lasts for 728 days _utmb is a persistent cookie that lasts for 30 minutes _utmc is a session cookie _utmz is a persistent cookie that lasts for 181 days _utmli is a persistent cookie</p>
<p>Akamai_AnalyticsMetrics_clientId</p>	<p>These cookies store the start epoch times of the Play and Heartbeat beacons (to track your user journey through the site), initial bandwidth capability for progressive download deliveries, the last time your browser was closed, streams playing in tabs, the ID for a visit, a visit start time and related metrics. They store information to compute bitrate date (to calculate a user's internet connection speed) for the visit, identify unique viewers and new viewers and help us to make sure our analytics data is accurate and not misleading.</p>	<p>These are all third party cookies.</p>
<p>AkamaiAnalytics_BrowserSessionId AkamaiAnalytics_VisitCookie AkamaiAnalytics_VisitsPlaying</p>		<p>Akamai_Analytics Metrics_clientId is a persistent</p>



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AkamaiAnalytics_VisitLastCloseTime AkamaiAnalytics_VisitUnqueTitles AkamaiAnalyticsDO_bitRateBucketsCsv AkamaiAnalyticsDO_visitMetricsCsv AkamaiAnalyticsDO_visitStartTime		cookie that lasts for 12 months. All of the other cookies are session cookies.
RememberMe	These cookies enable us to record and analyse the performance of our website and the success of our adverts and marketing, for example by remembering you between shopping visits to our website and linking such visits, recording when you have placed an order and recording the size of your browser.	
Beta pool	This cookie is used to control features and functionality which are undergoing testing on our website.	

### **ANALYTICAL (OR PERFORMANCE) COOKIES**

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work.

### **MORE INFORMATION**

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>

For information on how Google uses data from cookies it uses, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)





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**How to opt in or out from analytical cookies**

See the section below entitled **How to accept or reject cookies**

To opt out of Google Analytics tracking across all websites in general, you can do so here:

<http://tools.google.com/dlpage/gaoptout>

**TARGETING (OR ADVERTISING) COOKIES**

Targeting (or advertising) cookies record information about your visit to and use of our website.

What are they? These cookies are used to drive online advertising that is relevant to you by building up a picture of what you are interested in from your use of the internet. The cookies can limit the number of times you see an advert and help to measure the effectiveness of any advertising. They remember that you have visited a website and this information may be shared with other organisations or advertisers. Quite often targeting or advertising cookies will be linked to website functionality provided by the other organisation.

Cookie name	What is it used for?	Other information
_stid	These cookies are placed by ShareThis. They allow you to create links and share content from our website on social media networks. ShareThis will also use the data collected to provide advertisers with profile information for targeted, behavioural advertising.	These are third party cookies.
Google Analytics (_utma, _utmb, _utmc and _utmz) recents ServiceHistory ShareAL ShareUT StOAuth		_utmc, recents and ServiceHistory are session cookies. All other cookies are persistent cookies. _stid lasts for 1 year. _utma lasts for 730 days _utmb lasts for 30 minutes _utmz lasts for 183 days ShareAL lasts for 1



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		day ShareUT and StOAuth last for 365 days
_uset	This cookie determines whether you have received any other cookies from ShareThis (referred to above) to prevent any repetition within 8 hours.	This is a third party cookie.
_cc_aud _cc_cc _cc_dc _cc_id aud cc dc OAID	These cookies are placed by Lotame Data Management Platform. This information enables us to make our marketing activity more relevant.	These are third party cookies. All are persistent cookies that last for 270 days, except for _cc_dc and dc which are session cookies.
A3 B4 C4 D1 ActivityInfo2 Eyblaster u2	These cookies are placed by Media Mind. This information enables us to make our marketing activity more relevant.	These are third party persistent cookies. A3 and B4 last for 82 days. C4 lasts for 65 days. ActivityInfo2 and u2 last for 90 days. D1 lasts for 32 days. Eyblaster lasts for 66 days.
AdsUserLocale NID PREF S APISID SID SSID HSID SAPISID	These cookies are placed by Google. They verify when you have logged in to your user account, allow Google to store your user preferences and enable adverts on Google to be personalised to you.	These are third party cookies. AdsUserLocale and S are session cookies. All other cookies are persistent cookies. NID lasts for 179 days. PREF lasts for 724



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		<p>days. APISID and HSID last for 3646 days. SID lasts for 3650 days. SAPISID and SSID last for 3648 days.</p>
sc.UserId	<p>This cookie allows SessionCam to identify when recorded sessions are from the same device, indicating the same user. With this information, someone using the SessionCam console can quickly see and list all session recordings from the same user.</p>	<p>1st party permanent cookie, set for 1 year, (used to identify an individual unique user).</p>

**THIRD PARTY COOKIES**

We include content from other websites, such as YouTube videos and give you the option to share on social media, such as Facebook. We love it when you share information from our website, but when you do, please be aware that additional cookies and similar technologies may be placed on your computer, mobile phone or tablet device from these other websites. We are not responsible for these so please check the privacy and cookie policies of the social media networks you use for full details of what they do. Where we put YouTube videos on our website, we use cookies to capture and analyse visitor information as number of views and shares.

**Legal basis for processing:** we process information about you contained in or obtained from third party cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interests:** the purposes for which we use the third party cookies as described above. For further information on how we use the information gathered from our use of third party cookies please see our privacy policy.

**SessionCam**

Our web site may use the SessionCam web site recording service. SessionCam may record mouse clicks, mouse movements, page scrolling and any text keyed into website forms. The information collected does not include bank details or any sensitive personal data. Data collected by SessionCam is for Tip Top Maintenance’s internal use only. The information collected is used to improve our website usability and is stored and used for aggregated and statistical reporting. To find out more, visit [SessionCam.com](http://SessionCam.com)



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## **HOW CAN YOU MANAGE COOKIES?**

By continuing to use our websites you are agreeing to our use of cookies. To manage all cookies placed on your computer, mobile phone or tablet device through your web browser settings, please consult your browser's guide or visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.aboutcookies.org](http://www.aboutcookies.org) for more information. Some browsers are more sophisticated than others in managing these technologies, so if you want greater controls, it would be worth comparing a few of them. To manage cookies on your mobile phone please refer to your user manual.

If you are particularly concerned about third party cookies, you can often opt-out directly (such as Google Analytics, please visit <https://tools.google.com/dlpage/gaoptout> . Note, these providers may use cookies to power their opt-out service, so if you change your browser settings to block all cookies, their opt-out service may cease to work and you may still receive adverts.

We regularly review the cookies we and our suppliers use to continually improve our services to you. As a result, we will need to change this policy from time to time to keep it accurate and up to date. If we change this policy, we will tell you. That way you can check to see if you are happy with our new policy and adjust your browser settings if you want to before proceeding any further. Please look out for these notices in future when you are using our website.

## **HOW TO OPT IN OR OUT FROM THIRD PARTY COOKIES**

See the section below entitled How to accept or reject cookies

## **OTHER TECHNOLOGIES**

### **Web beacons**

We and any marketing companies we use also embed web beacons in our emails and on our website. Web beacons are small GIF image files which enable us to track your receipt of our marketing emails, how often you view our website pages, your location, IP address and browser information. Web beacons are activated whenever you open a marketing email or access a page on our website which contains a web beacon. Web beacons transmit data when you view them but are not capable of accessing any other information on your computer. Web beacons are not stored on your hard drive unless you download a GIF image containing them.

Some (but not all) browsers enable you to restrict the use of web beacons by either preventing them from sending information back to their source (for example, when you choose browser settings that block cookies and trackers), or by not accessing the images containing them (for example, if you select a 'do not display images (in emails)' setting in your email server).



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## **HOW TO OPT IN OR OUT**

See the section below entitled How to accept or reject cookies

**Legal basis for processing:** we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** analysing the effectiveness of our website. For further information on how we use the information gathered from our use of web beacons please see our Privacy Policy.

## **FACEBOOK PIXEL**

We use Facebook Pixel on our website. Facebook Pixel is a tracking code which allows us to track and monitor the success on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services. You can find out more about how Facebook handles information they collect about you and other individuals by accessing their privacy policy, which is available here: <https://www.facebook.com/about/privacy>

## **HOW TO OPT IN OR OUT**

See the section below entitled How to accept or reject cookies

**Legal basis for processing:** we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** analysing the effectiveness of our advertisements on Facebook. For further information on how we use the information gathered from our use of Facebook Pixel, please see the section entitled our Privacy Policy.

## **How to accept or reject cookies**

There are several different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below:



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You are welcome to block the use of some or all the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org)

### **Accepting or rejecting cookies**

#### **Cookie control tool**

You can accept or reject non-essential cookies by using our cookie management tool.

#### **Browser settings**

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Mozilla Firefox: <https://support.mozilla.org/en-US>
- Microsoft Internet Explorer: <https://support.microsoft.com/enus/help/278835/how-to-delete-cookie-files-in-internet-explorer>.
- Apple Safari: [https://support.apple.com/kb/PH5042?locale=en\\_US](https://support.apple.com/kb/PH5042?locale=en_US)

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third party applications which you can add to your browser to block or manage cookies.

#### **Existing cookies**

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.



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### **Google Ad settings**

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here <https://adssettings.google.com/> and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here:

<https://support.google.com/ads/answer/7395996>

### **Google Analytics Opt-out Browser Add-on**

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <http://tools.google.com/dlpage/gaoptout>

### **Disconnect for Facebook**

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the tool here:

- For Chrome: <https://chrome.google.com/webstore/search/disconnect%20facebook>
- For Firefox: <https://addons.mozilla.org/en-GB/firefox/>

### **European Interactive Digital Advertising Alliance Tool**

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting <http://www.youronlinechoices.com>, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

### **Copyright, credit and logo**

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit <https://gdprprivacypolicy.org>. The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved.