

COOKIE POLICY

This Policy explains how we, The Executive Personal Assistant Limited company number 08684043, registered in England and Wales trading as Designated, uses and protects any personal information we collect or generate in relation to you using the following websites:

- www.designatedgroup.com
- www.designatedmedical.com
- www.designatedPA.com

We use cookies and similar technologies whenever you use our websites, and information may be collected through the use of cookies and similar technologies. We are committed to protecting the personal information collected when you use our Services.

What is a cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our website.

First and third-party cookies: Whether a cookie is 'first' or 'third' party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time. Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a Website and another entity sets a cookie through that website, this would be a third-party cookie.

We use third party cookies.

We can legally store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

We use cookies to;

- personalise content and ads,
- to provide social media features and to analyse our traffic.
- We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs.
 - We only use this information for statistical analysis purposes.



COOKIE POLICY

- We also may use cookies to track campaigns from banner advertisements and opt-in emails.
- We may use third-party providers to help us determine which of our advertisements are most likely to be of interest to you.
 - These providers may use behavioural information, such as how you navigate the internet, to provide relevant advertisements to you.
- We also allow some of these companies to use tracking pixels.
 - Tracking pixels may be used to collect and store information about visits to our website, such as which pages you viewed and how long you spent on the website, as well as the specific advertisement that you clicked to visit our site.
 - No personally identifiable information is stored on these cookies or web pixels. The information reported to us is aggregated and anonymous.
- We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Your consent

By continuing to use our website, you are agreeing to us placing cookies on your computer in order to analyse the way you use our website.

Please read this policy carefully for details about the information we collect when you use this site. If you do not wish to accept cookies in connection with your use of this website, you can adjust your cookie preferences in your browser or amend your cookie preferences in our cookie pop up window.

Categories of Cookies

Category of cookie	Description
Necessary	Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
Preference	Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.



COOKIE POLICY

Statistics	Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.
Marketing	Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Duration/expiry of information collected via Cookies

Type of cookie	Description
Persistent cookies	These cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.
Session cookies	These cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.
Nominated period	Some cookies have customised expiry periods for example, 1yr, 2 yrs etc.

How do I turn cookies off?

Cookies are saved to the browser, so to turn off any cookie you will have to do so for each browser you use. Usually most people have concerns about the use of cookies by third party advertising companies. These cookies will only ever collect anonymous data about a visit. We use cookies that are designed to capture browsing information about a visitor outside of our own website.



COOKIE POLICY

Alternatively, you can turn off all cookie use within your browser by following the instructions on the below pages:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

Google Analytics: These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

Visitor and Session Tracking: We use cookies to detect whether a visitor to our website is a first-time visitor or a repeat visitor. No personally identifiable information is stored.

