

AIVHUB LTD Cookies Policy

activeintelligence.co.uk (the "Website"), and other websites containing AIVHUB LTD or activeintelligence.co.uk in the name are operated by AIVHUB LTD ("AIVHUB LTD", "we," "us," "our"). This cookies policy ("Cookies Policy") is intended to be read in conjunction with our [Privacy Policy](#) and our consumer [Terms and Conditions](#). Please see our Privacy Policy for further information regarding what we do (and don't do) with your personally identifiable information and our view of the importance of protecting your privacy.

We have set forth the following Cookies Policy to explain the types of cookies and other technologies used on our Website and our platform/application, as well as what those cookies are used for. Please note that we are unable to offer our Website or our services without serving some of our own cookies and/or similar technologies on your device. You therefore consent to our use of AIVHUB LTD cookies when you use our website and services. You may, however, be able to avoid certain cookies by configuring your browser settings or opting-out directly with a relevant third party, which we set out in more detail below. It is our aim to be transparent and clear regarding our use of cookies and other technologies.

What are Cookies?

Cookies are small text files located in your browser directory. When a website is accessed, a cookie that is placed on a device will send information to the browser. Cookies are extremely common and used on a number of websites. This is because cookies allow the website publisher to do useful things; for example, a cookie would permit a website operator to find out whether a computer (and probably its user) has visited the site previously. In general, the purpose of cookies is to improve the performance of the website and the user's experience in using that website, though cookies may also serve advertisements, which we explain below.

First Party and Third-Party Cookies

We may place AIVHUB LTD cookies on your device through our Website. Cookies placed by us are called first party cookies. First party cookies are cookies that are specific to the Website that created them (in this case, <http://activeintelligence.co.uk> or another AIVHUB LTD domain or sub-domain). Their use enables us to operate an efficient service and to track the patterns of behaviour of visitors to the Website.

We also allow third parties to place cookies on your device. Third party cookies allow the Website to serve you cookies that seek to make advertisements more relevant to you by tailoring the advertisement to your user preferences (such as by the type of deals you have purchased from the Website). The difference between a first party cookies and a third-party cookie relates to the control of the party who serves the cookies. While we allow third-party access to the Website to place these cookies on users' devices, we do not retain control over the information supplied by the cookies, nor do we retain access to that data this information is controlled wholly by that third-party in accordance with their respective privacy policy.

Session and Persistent Cookies

Our Website may place session and persistent cookies on your device. Whereas a first party and third-party cookie relate to the party controlling the initial placement of the cookie on your device, the difference between a session and a persistent cookie relates to the length of time a cookie will last. Session cookies are cookies that typically last until you close your internet browser, when you end your browser session, the cookie expires. A common example of a session cookie is a cookie AIVHUB LTD places on your device when making purchase on our Website. When you see an AIVHUB LTD you would like to purchase, you click "Order Now!" and are directed to a new webpage. Without a session cookie remembering your selection you intend to purchase, our Website would not be capable of "remembering" the items you selected when you moved to the check-out page. Persistent cookies, as the name implies, are continuous and will last after you close your browser. This allows for quicker and often more convenient access to our Website, for example, a persistent cookie which our Website reads from your device is the city you are subscribed to, this ensures that once the cookie has been

placed, when you access the Website in the future you are automatically directed to your relevant city page.

Other Technologies

There are other technologies that perform a similar function to cookies, these include web beacons and clear gifs. These technologies are often used in conjunction with cookies to help a Website operator understand its users better, we primarily use these technologies in our Newsletters. We use these technologies when we send you our Newsletter so that we can track when you open an email and what you click within that email. When you open an email and/or click on an email sent from AIVHUB LTD, there will be a brief redirect of this information via a statistics server which we operate. This data is then used to measure the effectiveness of our email campaigns and to allow us to better target our marketing to you and the services we provide.

Cookies and Other Technologies on AIVHUB LTD website

Our Website may serve you cookies and similar technologies in a number of ways and for a variety of purposes. In general, these include:

- To enable and streamline the basic functioning of the website and services across multiple webpages and browser sessions;
- To simplify your use of our website and services;
- To monitor, analyse and improve the performance and effectiveness of our website and our services; and
- To serve you advertisements that are customised and relevant to you.
- To check what you are browsing and what interests you.

Website Performance

We may place, or we may permit a third-party to place, cookies on your device in order to ensure the Website functions properly. This also helps us to monitor and analyse the performance of our Website, we may also use web beacons, clear gifs or similar technologies to measure website usage and track the effectiveness of our campaigns. We may use load-balancing cookies, which are cookies used by operators of large websites to help balance traffic across multiple servers.

Google Analytics

We use Google analytics, a web analytics service provided by Google that places cookies on your device. The information generated by the cookie about your use of the website (including your IP address, which is where you are found on the internet) will be transmitted to and stored by Google on their servers. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. 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. Google will not associate your IP address with any other data held by Google. For more information about Google Analytics, please see their details about cookies and analytics, as well as their privacy policy for Google Analytics.

Third Party Advertisers

Third party advertisers serve you cookies that assist in making advertisements more interesting to you. They use cookies to keep track of, for example: the type of deals you have purchased from the website, and then tailor advertisements to your user preferences. A number of third-parties advertise on our website or use information from cookies placed by our website, while we allow third-parties access to the website to place these cookies on users' devices, we do not retain control over the information supplied by the cookies, nor do we retain access to that data.

Cookie Transparency

We want our use of cookies and other technologies to be as transparent as possible. As discussed above, we are unable to offer our website or our services without AIVHUB LTD first party cookies and other AIVHUB LTD technologies we have described above.

If you do not want to have cookies placed on your device by third-parties, many of them offer ways to opt-out. Please note, however, that opting-out via third parties is outside of our control. Certain browsers will allow you to select how you would like the browser to respond to requests by third parties to serve your device a cookie, to limit the placing of cookies via your browser, please visit the following websites to learn directly how to prevent cookies from being placed on your device (depending on the browser you use): Firefox; Internet Explorer; Google Chrome; Bing; Safari; Edge and others. We reserve the right to amend this Cookies Policy, in whole or part, in our sole discretion. Any changes to our Cookies Policy will be effective immediately upon the posting of the revised policy on the Website. This Policy is accurate as of the date in the document, if following an amendment to this Cookies Policy you continue to use the website or services, you will be deemed to have consented to any and all such changes. If you do not agree with the terms of this Cookies Policy, as it may be amended from time to time, in whole or part, you must terminate your use of the Website and any Services offered by us.

Contacting AIVHUB LTD

Any inquiries, concerns, or requests regarding the use of the website or this Cookie Policy should be directed to us at support@aivhub.com

Changes to the Cookie Policy

AIVHUB LTD may update the Cookie Policy at any time without prior notice, we will post any changes on this page. Any such changes will become effective prospectively from the date of publication. We encourage you to check this page frequently for any changes to our Cookie Policy conditions.

Contact

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