

Cookie & Privacy Policy

Cookies

Cookies are pieces of data stored in your computer or mobile device when you visit a website. They're widely used to make websites work, or work more effectively, as well as to provide information to the owners of the website and anybody else who the owner allows to use cookies on the website, which may include advertisers and social media networks. Most internet browsers are pre-set to accept cookies. This cookie policy tells you about cookies used on our website, why they are used and how to turn off cookies. It also tells you about any other tracking technologies which are used on our website.

This site uses cookies in the following way:

First-party cookies	When you are on our website these cookies are set by us and only our website can read them. Where we use first party cookies on our websites, you'll see in our cookies policy after the question 'who sets this cookie', we say 'We do'.
Third-party cookies	These cookies are set by someone other than us. Some of our web pages may also contain content from other sites, which may set their own cookies. If you share a link to our page, the service you share it on (for example, Facebook) may set a cookie on your browser. We have no control over third-party cookies - you can turn them off , but not through us. To help you with this, we have included links to the tools which each third party provides to manage their cookies and the information which they collect about you using cookies when you visit our website and other websites. Whenever our websites use third party cookies or other tracking technology, we've confirmed the organisation which sets it, provided a description of what it does/why it is used and provided a link through to more information about that organisation's use of cookies/other tracking technology and ways in which you can manage their cookies.
Session cookies	These cookies only last as long as your online session, and disappear from your computer or device when you close your browser.
Persistent cookies	These cookies stay on your computer or device after your browser has been closed and last for the period of time specified for each persistent cookie below. An example of how we use persistent cookies would be to remember your preferences – for example when you press OK on the cookies banner or if you have continued to use our website after having seen the cookies banner (so we don't show you the cookie banner again).
Strictly necessary cookies	These cookies let you use all the different parts of our website. Without them, services that you've asked for can't be provided or our websites won't work properly. For example, we use some cookies for load-balancing so that we can provide our website to you and our other users. Because these cookies are essential for our website to work properly, the law says that we don't have to obtain your consent to set them, but you can turn off these types of cookies (but if you do, our website might not work properly).

How can I stop my web browser tracking my info?

You can change your web browser's settings so it will tell you when cookies get sent to it. Or it can refuse cookies altogether. Check the Help section in your web browser for more information. Your operating system may also provide you with options to provide you with cookies alerts, how to block and delete cookies and how to stop organisations from tracking the websites you view on different devices that you use.

How do web browsers track my info?

They use various technical tools to identify your computer(s), the websites you visit and the e-mails you open using your computer(s), including:

- Cookies
- IP addresses
- HTTP referrer
- Tracking scripts
- User agents

- Browser fingerprinting

The “Do Not Track” (DNT) setting

Some internet browsers and operating systems have a 'DNT' setting. This sends a signal to websites asking them not to track your browsing but not all websites will accept your requests. Currently, our website does not accept DNT signals.

How to avoid web beacons and other tracking technologies

You can normally stop cookies, web beacons and other tracking technologies working by switching off cookies in your browser. There are also browser add-ons and extensions that specifically block web beacons. To avoid web beacons in emails, you can turn off images in your email service. Check your email's Help section to find out how.

Google Analytics:

Our website uses Google Analytics to provide us with information about the use of our website including the number of users accessing the website and particular pages of the website at different times and from different regions and Google Analytics uses cookies and tracking scripts to collect this information.

To opt out of being tracked by Google Analytics across all websites please visit <http://tools.google.com/dlpage/gaoptout> - this site provides you with a tool which you can download to your internet browser so that you are not tracked by Google Analytics when you browse different websites.

How to turn off third party cookies and tracking

Some cookies are placed by other companies. These "third-party cookies" might track how you use different websites, including ours. You can turn them off, but not through us. You'll need to visit the relevant third party's website to see how to do this. For those partners that we actively work with, you will find more information and opt-out tools for third party cookies in our policy below. If third-party cookies are disabled on your browser, some features on our website may not work quite as you'd expect and you may experience problems with our website.

To find out more about cookies, including how to see what cookies have been set on your computer and how to manage and delete them, visit www.allaboutcookies.org

You have the right to choose whether or not to accept cookies and you can use the following tools to control your preferences as well as changing your browser and operating system settings.

Third Party Cookies – we allow certain companies to use cookies on our website for advertising, analytics and other purposes including Google. You can opt out of third party cookies which are used on our website either by changing your browser and operating system settings, using their online cookie management tools or using the preference tools provided by advertising networks (see 'Advertising Networks' below for more information). You can find more information about how the third parties who set cookies on our websites will use cookies and the information which is shared with them when cookies are installed and how you can manage their cookies by clicking on the links which you will see below and elsewhere in this policy:

Company	Privacy Notice, Cookie Policy, Managing Cookie Preferences & More Information
Google (DoubleClick and Google Analytics)	Although Google is primarily known as a search engine, it provides a diverse range of products and services including personalised advertising. Google tracks users both through its own products and sites, and the numerous technologies embedded into websites around the world including our website. It uses data gathered to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customer's adverts appear. DoubleClick is Google's real time bidding advertising exchange and YouTube is also owned by Google. https://policies.google.com/privacy https://policies.google.com/technologies/ads https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage http://tools.google.com/dlpage/gaoptout
Microsoft	Microsoft owns and operates the Microsoft Azure platform which helps to power our website.

More information:

<http://www.allaboutcookies.org/>

<http://www.youronlinechoices.com/uk/>

Advertising Networks – most advertising networks offer you a way to opt out of targeted advertising including Google. If you would like to find out more information about the advertising cookies which are being used on your computer, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>. These sites will provide you with information about third party advertising cookies which are used on your device, how your information is used and how to turn these cookies on and off.

Where you are redirected to websites owned or operated by third parties, you should refer to the cookie policies applicable to those third party websites using the links in our Cookies Policy.

Our website uses these cookies and tracking technologies:

Strictly Necessary Cookies:

Cookie name and purpose	Who sets this cookie?	How long does this cookie last for?
ASP.NET_SessionId - ASP.NET: This cookie helps you use functions by enabling us to identify your visit between page loads.	We do	Each time you close your browser - session
__AntiXsrfToken - ASP.NET: This cookie is used to protect the application from Cross-Site Request Forgery.	We do	Each time you close your browser- session
cc_cookie_accept - Application: This cookie is used to log that the user has been shown the cookie privacy banner when they first visit the website.	We do	1 year - Persistent

Performance & Analytics Cookies:

_ga - Used to distinguish users. By default, analytics.js uses a single, first-party cookie named _ga to store the Client ID, but the cookie's name, domain, and expiration time can all be customised.	Google Analytics	26 months - Persistent
_gat - Google analytics: Used to manage the rate at which page view requests are made	Google Analytics	1 minute - Persistent
_gid - Google analytics: This helps us count how many people visit the website by tracking if you've visited before. It is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for our website's analytics reports.	Google Analytics	24 hours - Persistent

Links to social media

Our website includes links to social media websites which are operated by third parties. If you access social media websites using the links, each website will set cookies and will have its own cookie policy and privacy notice - we have no control over these sites or the cookies which they use on their sites, but you can find more information about the cookies used by these websites on the links below:

Privacy policy

This privacy policy applies between you, the User of this Website and Multi Resource Marketing Ltd, the owner and provider of this Website. Multi Resource Marketing Ltd takes the privacy of your information

very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data	collectively all information that you submit to Multi Resource Marketing Ltd via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Cookies	a small text file placed on your computer when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
Data Protection Laws	any applicable law relating to the processing of personal Data, including but not limited to the Directive 96/46/EC (Data Protection Directive) or the GDPR, and any national implementing laws, regulations and secondary legislation, for as long as the GDPR is effective in the UK;
GDPR	the General Data Protection Regulation (EU) 2016/679;
Multi Resource Marketing Ltd, we or us	Multi Resource Marketing Ltd, a company incorporated in England and Wales with registered No. 04716827 whose registered office is at Barberton House, Farndon Road, Market Harborough, Leicestershire, LE16 9NR;
UK and EU Cookie Law	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;
User or you	any third party that accesses the Website and is not either (i) employed by Multi Resource Marketing Ltd and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Multi Resource Marketing Ltd and accessing the Website in connection with the provision of such services; and
Website	the website that you are currently using, www.mrm.co.uk , and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this privacy policy, unless the context requires a different interpretation:

- the singular includes the plural and vice versa;
- references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- a reference to a person includes firms, companies, government entities, trusts and partnerships;
- "including" is understood to mean "including without limitation";
- reference to any statutory provision includes any modification or amendment of it;
- the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

1. This privacy policy applies only to the actions of Multi Resource Marketing Ltd and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
2. For purposes of the applicable Data Protection Laws, Multi Resource Marketing Ltd is the "data controller". This means that Multi Resource Marketing Ltd determines the purposes for which, and the manner in which, your Data is processed.

Data collected

1. We may collect the following Data, which includes personal Data, from you:
 1. demographic information such as postcode, preferences and interests;
 2. IP address (automatically collected);
 3. web browser type and version (automatically collected);
 4. operating system (automatically collected);
 5. a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected); in each case, in accordance with this privacy policy.

How we collect Data

1. We collect Data in the following ways:
 - data is given to us by you;
 - data is received from other sources; and
 - data is collected automatically.

Data that is given to us by you

1. Multi Resource Marketing Ltd will collect your Data in a number of ways, for example:
 - when you contact us via the Website, by telephone, post, e-mail or through any other means; in each case, in accordance with this privacy policy.

Data that is received from publicly available third parties sources

1. We will receive Data about you from the following publicly available third party sources:
Google;

Data that is collected automatically

1. To the extent that you access the Website, we will collect your Data automatically, for example:
 - we automatically collect information about your visit to the Website. This information helps us to make improvements to content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
 - we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

Our use of Data

1. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
 - internal record keeping;
 - improvement of our products / services;
 - contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website;in each case, in accordance with this privacy policy.
2. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).

Who we share Data with

1. We may share your Data with the following groups of people for the following reasons:
 - our employees, clients, agents, professional advisors - to obtain advice from professional advisers;in each case, in accordance with this privacy policy.

Keeping Data secure

1. We will use technical and organisational measures to safeguard your Data, for example:
 - access to your account is password and user controlled.
 - we store your Data on secure servers.
 - We are working towards our ISO 27001 certification. This family of standards helps us manage your Data and keep it secure.
 - Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately via our 'contact us' link on the website for our Data Protection Officer.
 - If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Data retention

1. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.
2. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

1. You have the following rights in relation to your Data:
 - **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
 - **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
 - **Right to erase** - the right to request that we delete or remove your Data from our systems.
 - **Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.
 - **Right to data portability** - the right to request that we move, copy or transfer your Data.
 - **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.
2. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via our 'contact us' link on the website for our Data Protection Officer.
3. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.
4. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Links to other websites

1. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Changes of business ownership and control

1. Multi Resource Marketing Ltd may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Multi Resource Marketing Ltd. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.
2. We may also disclose Data to a prospective purchaser of our business or any part of it.
3. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

Cookies

1. This Website may place and access certain Cookies on your computer. Multi Resource Marketing Ltd uses Cookies to improve your experience of using the Website and to improve our range of services. Multi Resource Marketing Ltd has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
2. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
3. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Multi Resource Marketing Ltd to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.
4. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.
5. You can choose to delete Cookies at any time; however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
6. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
7. For more information generally on cookies, including how to disable them, please refer to aboutcookies.org You will also find details on how to delete cookies from your computer.

General

1. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
2. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
3. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
4. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

1. Multi Resource Marketing Ltd reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact Multi Resource Marketing Ltd via our 'contact us' link on the website.