Cookie Policy

drax

What is a cookie?

WHAT IS A COOKIE?

Cookies are simple text files that a site saves to your computer or mobile device using your website browser. Onlythat server will be able to retrieve or read the contents of that cookie and each cookie is unique to your web browser.

Cookies are either set by the website you are visiting, in which case they are referred to as 'first-party cookies', or are 'third-party cookies' set by other websites and services that run content on the page you are viewing.

Most websites use cookies to improve their users' experience. For example, cookie-enabled websites don't think you're a new visitor every time you move to a new page on a site and therefore improve your user experience by letting you navigate between pages more quickly and easily.

They also allow a website to remember you, and your browsing preferences, either for the duration of your visit using a 'session cookie' or for repeat visits using a 'persistent cookie' (explanations for all types of cookies can be found under 'types of cookies').

OUR COOKIES POLICY

To make full use of the features on websites managed by companies that are part of the Drax Group of companies (including the Elimini Group), your computer or mobile device will need to accept cookies.

We don't use cookies to store sensitive information, such as your name, address or payment details. They simply allow us to provide you with personalised features to make your visit to our websites as smooth and relevant to you as possible.

Some people dislike the idea of a website accessing and storing their data. And if that's the case, you have the ability to accept or decline cookies by modifying the settings in your browser at any time. The 'help' function within your browser should tell you how, as will the 'enabling/disabling cookies' content below. However, you may not be able to use all the interactive features of our websites if the cookies are disabled.

TYPES OF COOKIE

We will comply with data protection laws in Canada, Japan and the UK ensuring the personal information we hold about you is:

First-party cookies

First-party cookies are set by the website you are visiting and they can only be read by that site.They can make your experience on the web more efficient by recording your browsing activities, such as what pages and content you've looked at, when you visited, what you searched for and whether you clicked on an ad.

Third-party cookies

Third-party cookies are set by a different organisation to the owner of the website you are visiting. This could be a company advertising on the site you're visiting, for example, or a site that contains embedded content, such as Twitter or Facebook. The main third parties we work with are included at the bottom of this Policy.

Those websites may send you cookies and they control the setting of those cookies, not the site you are visiting.

Session cookies

Session cookies are stored temporarily during a browsing session and are deleted from the user's device when the browser is closed.

Persistent cookies

This type of cookie is saved on your computer for a fixed period and is not deleted when the browser is closed. These cookies are used to save your preferences so that they persist when you return to the website.

Flash cookies

Flash cookies work in a different way to web-browser cookies (first-party, third-party, session and persistent cookies are all set via your browser). Rather than having individual cookies for particular jobs, a flash website is restricted to storing all data in one cookie.

You can control how much data can be stored in that cookie, but you cannot choose what type of information is allowed to be stored.

HOW WE USE COOKIES

We use cookies and other tracking technologies from third party providers such as Google Analytics to improve the experience we provide to our website users. We also use cookies for marketing purposes including ad targeting and re-marketing which takes place based on a past visit on the website or past action on the website. We also uses cookies to display promotional material to you when you visit other websites on the internet.

Site Improvements

We use cookies and other tracking technologies so that we can analyse user activity on the website in order to improve the experience further. We use such analysis to gain insight into how to improve the user experience and the functionality on the website.

Technology & Preferences

We use cookies to collect information on user technology and preferences such as device type, browser type, geographical location and demography to tailor your digital experience and improve user interaction on the website.

Targeted Ads & Marketing

We use cookies and other technologies from third-party partners such as Google for measurement services, ad targeting and for sales (e.g. telemarketing) & marketing purposes. This allows us to display targeted marketing material on other sites as you browse. As part of marketing campaigns this information is used to determine the volume of times the ad has been displayed, interacted with and the end outcome.

Security

We use cookies in conjunction with other data to limit and protect certain types of cyber-attacks and breaches from occurring.

ENABLING/DISABLING COOKIES

There are two types of website users: those who would like their visit to be as easy, quick and relevant as possible, and who (knowingly or unknowingly) therefore sit firmly in the cookie

supporter camp; and then there are those who are discomforted by the idea that 'Big Brother' is watching them and would rather lose some of the functions cookies enable to remain more anonymous.

Different browsers have different ways of allowing you to enable or delete cookies, or limit the kinds of cookies that can be placed on your computer. When choosing your browser (ie, Google Chrome or Safari), you may want to consider which best suits your privacy preferences.

Instructions on how to manage your cookies can be found below:

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari
- Opera

If you disable cookies you may limit your browsing experience. For example, you may need to enter information repeatedly, or you might not get personalised content or ads that are meaningful to you. However, most browsers' settings will allow you to block third-party cookies without also disabling first-party cookies.

CONTACTING US

If you wish to contact us regarding this Policy or make a complaint please visit our secure portal.

For more information about how we process personal data or to exercise your rights, please refer to the relevant Privacy notice available at www.drax.com/privacy-notices.

THIRD PARTIES WE WORK WITH INCLUDE

Company	Cookie Policy	Privacy Notice
Facebook (inc Instagram)	en-gb.facebook.com/privacy/policies/cookies	www.facebook.com/privacy/policy
Google (inc Doubleclick and Youtube)	policies.google.com/technologies/cookies	policies.google.com/privacy
LinkedIn	www.linkedin.com/legal/cookie-policy	www.linkedin.com/legal/privacy-policy
Tripadvisor	tripadvisor.mediaroom.com/uk-privacy-policy	tripadvisor.mediaroom.com/uk-privacy-policy
X	help.x.com/en/rules-and-policies/x-cookies	x.com/en/privacy
Vimeo	vimeo.com/legal/privacy/cookies	vimeo.com/legal/privacy/policy
Medium	see their privacy notice	policy.medium.com/medium-privacy-policy-f03bf92035c9
hot jar	see their privacy notice	www.hotjar.com/legal/policies/privacy
Microsoft	see their privacy notice	www.microsoft.com/en-gb/privacy/privacystatement

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