

# DARREN YOUNG

DarrenJYoung.TV

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## COOKIES POLICY

When you access or use my website and its content, I may collect information from your devices using 'Cookies'. Cookies perform various different functions, and the purpose of this policy is to help you to understand how they work, and why we use them.

A Cookie is in fact a small text file that is sent to your PC or other device which contains information that allows me to recognise that you have used my website before. They are widely used to make websites work more efficiently for visitors, and to provide information to me as owner of the website. No personal data is collected, and I am unable to associate the cookie with an individual's name, address or other personal information.

I use Cookies for statistical purposes to track how many individual visitors have visited my website and how often they may visit. I track your visit to different pages including the sequence of the pages you view, and the time spent on each page. All of this can help me to analyse my website, find out what's working and what can be improved.

I also use third party cookies such as Google Analytics and Facebook:

- Google Analytics is used to analyse the use of my website. Google Analytics generates statistical and other information about website use. 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.
- Facebook is a social media platform I use to communicate with my clients/potential clients through both unpaid posts and paid advertising. I use Cookies to measure the effectiveness of paid advertising on Facebook to ensure the money I spend is used effectively. They also enable me to either service advertisements to or exclude people who have visited our website.

Targeting cookies are used to:

1. Collect information about browser habits to target website content and to target advertising.
2. Link to social media networks who may use this information about your visit to target advertising to you.
3. To provide advertisers with information on your visit so that they can present you with adverts that you may be interested in.
4. Deliver content and marketing communications tailored to your interests based on information from your visit.

5. To perform site retargeting. A retargeting pixel (a tiny unit of code) on my webpage leaves a cookie in the user's browser, which causes my adverts to be displayed or to not be displayed to you when you visit certain websites within a retargeting network (e.g. Google Display Network, Facebook etc).
6. To perform search retargeting, which allows our adverts to be displayed on third party webpages, based upon your previous web search activities.

## Data Collection

Third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies on my website. These cookies are likely to be analytical/performance cookies or targeting cookies. No personal data is collected, and I am unable to associate the cookie with an individual's name, address or other personal information. A list of third parties who may deploy a cookie to your device, with a link to their cookie details is below:

- YouTube <https://www.google.com/policies/technologies/types/>
- Google <https://www.google.com/policies/technologies/types/>
- Google Analytics <https://www.google.com/policies/technologies/types/>
- Facebook <https://www.facebook.com/policies/cookies/>
- Twitter <https://support.twitter.com/articles/20170514>
- LinkedIn <https://www.linkedin.com/legal/cookie-policy>
- WorldPay <http://www.worldpay.com/uk/worldpay-cookies>
- Paypal <https://www.paypal.com/uk/webapps/mpp/ua/cookie-full>

## How to control or delete Cookies

Should you wish to have more control or even delete Cookies, you can amend your internet browser settings to block some or all cookies. To do this, follow the instructions provided by your preferred web browser which we have linked below for the more common ones. Please be aware however that if you block cookies from the website, some or all the website's functions may not perform as intended:

- Firefox [https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences#w\\_how-do-i-change-cookiesettings](https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences#w_how-do-i-change-cookiesettings)
- Internet Explorer <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- Safari <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Mobile phone users may have to refer to their handset manual for details on how to block cookies using their mobile browser.

For more information about online behavioural advertising cookies and opt-out controls, please go to <http://www.youronlinechoices.eu/>.

More information regarding opting out of platform-based advertising can be found at <http://appnexus.com/platformpolicy#choices>.

### **Acceptance of cookie use**

By continuing to use my website you will have been deemed to have agreed to the use of Cookies subject to any preferences you may have indicated to me or any overriding browser settings you may have.

I may make changes to this policy from time to time so please review via the website periodically. These changes will apply from the time they are posted.

### **HOW TO CONTACT ME**

You are in control of all personal information you provide to me online. If at any time you have any questions about my Internet Privacy Policy, you would like to correct the personal information I have about you, or if you would like to change your preferences for contacts from me, you can let me know by contacting me via email at [info@darrenjyoung.tv](mailto:info@darrenjyoung.tv).

In order to review any personal information I have about you, to ask me to delete that information or to stop further use of the information, please contact me via email at [info@darrenjyoung.tv](mailto:info@darrenjyoung.tv).