

# SWALLOW FINANCIAL PLANNING COOKIE POLICY

## INTRODUCTION

In this policy “Swallow Financial Planning” and “we” means Swallow Financial Planning LLP, Swallow Financial Investment Management Ltd and Swallow Financial Holdings Ltd.

Like many websites, the Swallow Financial Planning website places small data files known as cookies on your computer. This policy explains which cookies are used by us in order to make our website available.

By using our website (through any device) you agree explicitly and through an opt-in consent that this cookies policy applies to that use in addition to our terms and conditions.

We reserve the right to make changes to our cookies policy. Any such changes shall appear here and become effective immediately. Your continued use of our applications is taken as meaning that you agree to any such changes.

## WHAT ARE COOKIES?

Cookies are small files that websites save to your computer. They are here to make the site work better for you, and to help us understand how people use our website.

These cookies are not used to identify you personally but they can remember activities and preferences chosen by you and your browser. You can manage cookies by controlling which cookies are saved or by deleting them, if you wish.

## TYPES OF COOKIES

A **persistent** cookie, also called a permanent or stored cookie, is a cookie that is stored on your hard drive until it expires (persistent cookies are set with expiration dates) or until you delete the cookie. Persistent cookies are used to collect identifying information about you, such as web surfing behaviour or user preferences for a web application.

A **session** cookie, also called a transient cookie, is a cookie that is erased when you close your web browser. The session cookie is stored in temporary memory and is not retained after the browser is closed. Session cookies do not collect information from your computer. They typically will store information in the form of a session identification that does not personally identify you.

Both types of cookie are used on the Swallow Financial Planning website.

## WHICH COOKIES DO WE USE?

### COOKIES FOR MEASURING THE USE OF OUR WEBSITE (ANALYTICS)

Cookie name	Purpose	Cookie type
_ga	Used to distinguish users	Persistent (2 years)
_gid	Used to distinguish users	Persistent (24 hours)
_utm	Used to throttle request rate	Session (1 minute)

By understanding how our website is used we can improve the information provided. This also ensures that the service is available when you want it.

We use Google Analytics to gather this data. Full details on the cookies set by Google Analytics are published on the Google website. Google also publishes a browser add-on to allow you to choose that information about your visit to this application is not sent to Google Analytics.

[Cookies set by Google Analytics](#)  
[Google Analytics opt-out browser add-on](#)

### COOKIES TO MAKE FUNCTIONS ON OUR WEBSITE WORK

These cookies control how our website works by remembering your choices and preferences. We do not currently use these cookies.

## WHAT IF I DON'T WANT TO ACCEPT COOKIES?

If you wish to restrict or block the cookies, you can do this through the browser settings for each device you use to access the internet. Please be aware that some of our services will not function if your browser does not accept cookies. However, you can allow cookies from specific websites by making them "trusted websites" in your internet browser. For more information on how to do this, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) which contains comprehensive information on how to do this on a wide variety of browsers.

[Cookie settings in Internet Explorer](#)  
[Cookie settings in Firefox](#)  
[Cookie settings in Chrome](#)  
[Cookie settings in Safari for iOS](#)  
[Cookie settings in Safari for Mountain Lion](#)

## HOW TO CONTACT US

If you have any questions about this cookies policy please contact us at the following:

Data Protection Officer  
Swallow Financial Planning LLP  
25 St Helen's Street  
Ipswich  
IP4 1HH

Telephone: 01473 384858  
Email: [contact@swallow-financial.co.uk](mailto:contact@swallow-financial.co.uk)