

Welcome to Point Science Analytics Ltd's cookie policy.

Last updated on 12 August 2022. Available at: <https://pointscienceanalytics.com/privacy>.

Our website <https://pointscienceanalytics.com/> uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Our cookies

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Third party cookies

Please note that the following third parties may also use cookies, over which we have no control: Facebook, Google, Hotjar, Hubspot, Instagram, Instapage, Meta, Unbounce, LinkedIn, TikTok. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies, performance cookies or targeting cookies.

Cookie controls

To change your cookie settings, deactivate or block our cookies or the use of third party advertising cookies, please see below.

You can choose which analytical, functionality and targeting cookies you accept by adjusting your settings via our cookie settings widget in the bottom left of your screen. You can do this by adjusting the sliders to opt in or out of the cookie categories. To save your changes, scroll to the bottom and click on the save button. If you cannot see the save button, you may be using a blocker to prevent the setting of cookies.

Browser cookie controls

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Information about how to configure your browser to block cookies can be found at:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Safari Mobile](#)
- [Opera](#)

If you prefer to not have data reported by Google Analytics, you can install the Google Analytics Opt-Out Browser Add-On by following the instructions [here](#).

You can find out how to opt out of Google's use of tracking technologies via the Google advertising opt-out page [here](#).

Advertising

To learn more about adverts which are displayed to you whilst you are online, please consult the applicable website's privacy and cookie policy on which you see our ads.

The advertising companies we work with generally use cookies and similar technologies as part of their services. To learn more about how advertisers generally use cookies and the choices they offer, you can review the following resources:

- [Digital Advertising Alliance](#)
- [European Interactive Digital Advertising Alliance](#)

Expiry of cookies

Except for essential cookies and targeting cookies, all cookies will expire after you have finished your browsing session.

More information about cookies

You can find out more about cookies, including how to see what cookies have been set and how to manage and delete them by visiting www.aboutcookies.org or www.allaboutcookies.org.