Cookie Policy

1. Introduction

You may not have given any thought to how websites use data to improve their services, measure how popular the site is, or make sure that you receive content or adverts of interest to you.

These processes require information to be collected and processed. This commonly includes information about the devices you use (such as laptops and mobile phones) and information obtained from your browsing activities. This information is collected using cookies (small files of data sent by websites, stored on your device and read by websites).

For the purposes of this cookie policy, we use the term "cookie" to cover our use of all types of similar technology used to monitor online activity, including cookies, tags, pixels and beacons. We hope that this policy helps you understand and feel more confident about our use of cookies.

2. This policy

This is the cookie policy for the TruFin plc website (www.trufin.com) (this/our "**Site**") and we hope that it helps you to understand our use of cookies. You can read more about our use of personal data in our privacy policy, available on our Site.

Our Site uses cookies to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our Site and also allows us to improve our Site and our services since we can learn about what interests our website visitors and – just as importantly – what doesn't.

This policy also covers the cookies that we place in our marketing emails. This helps us to understand which emails are opened, which are ignored, and which types of content prompts people to click through to our Site.

3. The types of cookie that we use

- **Strictly necessary cookies**. These cookies are *required* for the operation of our Site.
- **Analytical/performance cookies**. These cookies allow us to recognise and count the number of visitors to our Site and to see how visitors move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that users can find what they are looking for easily. All information collected by these cookies is aggregated (i.e. we could not identify you as an individual using the data).

Some of the cookies that we use are deleted when you close your browser. These cookies are known as **'session cookies'**.

We have included a table at the end of this policy showing all of the cookies that we use on the Site if you would like more detail.

4. **Third party cookies**

Please note that third parties (including, for example, providers of external services like web traffic analysis services) may also place cookies on our Site, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

For example, we use Google Analytics to learn how visitors are using our Site and how we could improve it. For more information on how Google Analytics collects and uses personal data please see "How Google uses data when you use our partners' sites or apps": https://policies.google.com/technologies/partner-sites?hl=en-GB&gl=uk

5. **Managing cookies**

When you access our Site for the first time you will see our cookie consent mechanism which describes the types of cookies we use and what information they might collect. **We will not place (and we won't permit third parties to place) cookies other than "strictly necessary" cookies on your device or browser when using our Site unless you have told us that you are happy for us to do so using our cookie consent mechanism.**

If you do change your mind and choose to reject some or all cookie types, please note that we won't be able to remove any cookies that have already been deployed to your device. You can remove cookies that have already been deployed by engaging with the settings of the browser on which you have accessed our Site.

You can also block cookies using your browser settings. However, if you use your browser settings to block *all* cookies (including strictly necessary cookies) you may not be able to access or use all or parts of our Site.

6. **More information**

If you would like further information about our use of cookies, including a full list of the cookies that may be deployed from our Site, you can contact us at contact@trufin.com. You can also find more information about our use of personal data by reading our privacy policy.

7. **Detailed information on cookies**

Cookie	Domain	Type	Description	Duration
_ga	.trufin.com	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	session

Cookie	Domain	Type	Description	Duration
_gid	.trufin.com	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	session
ASP.NET_SessionId	www.trufin.com	Necessary	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.	session
_gat	.trufin.com	Performance	This cookie is installed by Google Universal Analytics to restrain request rate and thus limit the collection of data on high traffic sites.	session