

## Force24 Cookies & Tracking

Our organisation utilises Force24's marketing automation platform.

Force24 cookies are first party cookies and are enabled at the point of cookie acceptance on this website. The cookies are named below:

- F24\_autoID
- F24\_personID

They allow us to understand our audience engagement thus allowing better optimisation of marketing activity.

**f24\_autoID** – This is a temporary identifier on a local machine or phone browser that helps us track anonymous information to be later married up with f24\_personid. If this is left anonymous it will be deleted after 6 months . Non-essential, first party, 10 years, persistent.

**f24\_personId** – This is an ID generated per individual contact in the Force24 system to be able to track behaviour and form submissions into the Force24 system from outside sources per user. This is used for personalisation and ability to segment decisions for further communications. Non-essential, first party, 10 years, persistent.

The information stored by Force24 cookies remains anonymous until:

- Our website is visited via clicking from an email or SMS message, sent via the Force24 platform and cookies are accepted on the website.
- A user of the website completes a form containing email address from either our website or our Force24 landing pages.

The Force24 cookies will remain on a device for 10 years unless they are deleted.

## Other Tracking

We also use similar technologies including tracking pixels and link tracking to monitor your viewing activities

### Device & browser type and open statistics

All emails have a tracking pixel ( a tiny invisible image ) with a query string in the URL. Within the URL we have user details to identify who opened an email for statistical purposes.

### Link Tracking

All links within emails and SMS messages sent from the Force24 platform contain a *unique tracking* reference, this reference help us identify who clicked an email for statistical purposes.