

COOKIE POLICY

This Cookie Policy explains how **James Hall & Co** ("**Company**", "**we**", "**us**", and "**our**") uses cookies and similar technologies to recognize you when you visit our website at www.everygoal.co.uk ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

Data controller: James Hall & Co., a limited company registered in England and Wales under company number 01022295. Registered at Hoghton Chambers, Hoghton Street, Southport, Merseyside, PR9 0TB.

Contact information: e-mail address: dpo@jameshall.co.uk

1. WHAT ARE COOKIES?

Cookies are small data files typically consisting of a string of letters and numbers that are sent by a web server to a web browser and are stored by the browser on your device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information. When we talk about cookies in this section, this term includes technologies that we are using which serve a similar purpose, for example, web beacons, tags and tracking pixels.

Cookies set by the Website owner (in this case, **James Hall & Co**) are called "first party cookies". Cookies set by parties other than the Website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the Website (e.g. like advertising, interactive content and analytics). Our Services use some cookies that are not controlled by us. You should review the privacy and cookie policies of these parties to find out how they use cookies and the information they collect through cookies.

The parties that set these third-party cookies can recognize your device both when it visits the Website and when it visits certain other Websites. **James Hall & Co** is not responsible how third parties use cookies and user must visit third party privacy policies for specific information regarding use of cookies.

2. COOKIES ON OUR WEBSITE

The cookie banner that pops up the first time you visit the Website will give details of the cookies that are being used on the Website at that time. The cookies are separated out into two types: essential and non-essential cookies.

Essential cookies - These cookies are essential for our websites and services to perform basic functions and are necessary for us to operate certain features. These include those required to allow registered users to authenticate and perform account-related functions, preferences set by users such as account name, language, and location, and ensure our services are operating properly. Without these cookies, the services that you have asked for cannot be provided. These cannot be disabled or blocked by you and do not require your consent.

On our Website, non-essential cookies are divided up into the following:

Analytics and Performance cookies – These cookies are used to analyse the use, performance and design of our Services, detect errors and improve user experience. This type of cookie enables us to understand how often you are using our Services, to recognize that you have visited our websites before and to identify which parts of our Services and which sections of our website are most popular. They allow us to see which pages visitors access most frequently and how much time visitors spend on each page. We use these details to improve how our website function and to understand how users interact with them.

Functional Cookies - These cookies are used to deliver a better user experience, and build up customer usage patterns and profiles. For example, this type of cookie ensures that the information displayed when you use our Services (e.g. on your next visit to our website) will match up with your user preferences (such as language preferences, font size or auto-fill options).

Advertising cookies - These cookies are set by us and our advertising partners to provide you with relevant content and to understand that content's effectiveness. They may be used to collect information about your online activities over time and across different Websites to predict your preferences and to display more relevant advertisements to you. These cookies also allow a profile to be built about you and your interests and enable personalized ads to be shown to you based on your profile.

3. WHY DO WE USE COOKIES?

We use first and third-party cookies for several reasons. Cookies in this Website are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies.

We use essential cookies by default, but we rely on your consent to use cookies that are not essential. Essential cookies are required to use our Services. Note that by disabling functional or performance cookies your user experience may be disrupted but you will still be able to use our Services.

Cookies can be either session cookies or persistent cookies. A session cookie will expire at the end of the user session, effectively when the web browser is closed. A persistent cookie will be stored by the browser and will remain valid until a set expiry date (unless deleted by the user before the expiry date). We use the session affinity cookie (ARR cookie) for Azure web apps. Azure app service uses the ARR cookie to make sure that, when possible and applicable, the user, using the same browser session, is always redirected to the same web server instance. ARR identifies the user by assigning them a special cookie (known as an affinity cookie), which allows the service to choose the right instance the user was using to serve subsequent requests made by that user. This means, a client establishes a session with an instance and it will keep talking to the same instance until his session has expired.

4. WHAT KIND OF COOKIES DO WE USE?

The specific types of first and third-party cookies served through our Website and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Website Properties you visit):

Cookie	Description	Type	Storage time
ai_user	A unique user identifier cookie, set by Microsoft Application Insights software, that enables counting of the number of users accessing the application over time.	Functionality	1 year
ai_session	This is a unique user identifier cookie enabling counting of the number of users accessing the application over time.	Functionality	Session

ARRAffinitySameSite	This cookie is set by Windows Azure cloud, and is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	Necessary	Session
ARRAffinity	ARRAffinity cookie is set by Azure app service, and allows the service to choose the right instance established by a user to deliver subsequent requests made by that user.	Necessary	Session
ASP.NET_Session	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.	Necessary	Session
AspNetCore.Antiforgery.9fXoN5jHCXs	This is an anti-forgery cookie set by web applications built using ASP.NET MVC technologies. It is designed to stop unauthorised posting of content to a website, known as Cross-Site Request Forgery. It holds no information about the user.	Necessary	Session
AspNetCore.Cookies	ASP.NET Authentication cookie, used to identify a logged-in user to enable access to secure areas of a site.	Necessary	Session

5. HOW CAN I CONTROL COOKIES?

When the cookie banner that pops up the first time you visit one of our sites, you will have the right to decide whether to accept or reject non-essential cookies. Essential cookies cannot be rejected by you as they are strictly necessary to provide you with services.

You may also set or amend your web browser controls to accept or refuse non-essential cookies or use our Website cookie tool to remove unwanted cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

Different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Internet Explorer: <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using any other web browser, please visit your browser's official support documents.

If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

6. HOW OFTEN IS THIS COOKIE POLICY UPDATED?

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the bottom of this Cookie Policy indicates when it was last updated.

7. WHERE CAN I GET FURTHER INFORMATION?

If you have any questions about our use of cookies or other technologies, please email us at dpo@jameshall.co.uk

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