

Cookies Policy

1. OUR USE OF COOKIES

This Cookies Policy describes the cookies that are automatically set and others that you may choose to set when you visit our Sites and the purposes for which we use them.

Our Sites use cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our website and also allows us to improve our Sites.

Some cookies work by collecting and storing some form of personal information about you, so this Policy also describes the personal information we process or allow others to access when using cookies.

For further information on how we use the personal information we collect about you (including information collected through our use of cookies) please see our [Privacy Policy](#).

This Policy was last updated on the date set out at the end of this Policy.

2. WHAT ARE COOKIES?

A cookie is a small data file that is placed on your device to allow a website to recognise you as a unique, either for the duration of your visit (using a **session cookie**) or for repeat visits (a **persistent cookie**). Other similar files such as pixels and beacons work in the same way and we use the word 'cookie' in this Cookies Policy to refer to all technologies that collect information in this way.

Cookies can also be used in emails you receive to help understand your level of engagement with them.

Cookies can be '**first party**' (which are set by us) or '**third party**' (which are placed on your device by another Sites when you use our Sites).

Cookies are a common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use the following types of cookies for the following purposes:

Cookies Policy

Browser cookies. We use cookies set via your web browser for the following purposes:

- **Strictly necessary cookies.** These cookies are necessary for our Sites to function and cannot be switched off in our systems. They include, for example, a cookie that is set for security reasons or to remember your cookie consent preferences. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences. You can set your browser to block or alert you about these cookies, but some parts of our Sites will then cease to work.
- **Functional cookies.** These cookies enable our Sites to provide enhanced functionality and personalised features. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.
- **Performance / Analytics cookies.** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Sites. They help us to know which pages of our website are the most and least popular and see how visitors move around our Sites. All information these cookies collect is aggregated after it is collected. If you do not allow these cookies we will be unable to measure traffic to our Sites and unable to monitor its performance.
- **Targeting / Advertising Cookies** - These cookies may be set through our Sites by our advertising partners. They may be used by those partners to build a profile of your interests and show you relevant adverts on other Technologies. They do not directly store personal information about you, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will receive less relevant advertising.

3. CONSENTING TO THE USE OF COOKIES

Certain cookies we use are strictly necessary for our Sites to work. For example, when you visit our Sites for the first time, we present you with a cookie pop-up and tool (**Cookie Tool**) requesting your consent for non-essential cookies. We have to use a cookie to remember your cookie preferences in order to comply with the law (you can see details of this cookie in the table below).

Cookies Policy

When you first visit our Sites, we automatically set essential cookies on your device that are strictly necessary for our Sites to work. In relation to all other types of cookies we wish to use, you will be invited to consent to our use of them using our Cookie Tool. If you do not provide your consent using the Cookie Tool, we will not set these cookies on your device.

If you do not provide your consent, our Sites will still work but some of the enhanced and personalised features may not.

If you provide your consent in respect of cookies, you will also be providing your consent for us and the relevant third parties that use those cookies to use your personal information in the ways set out in our Privacy Policy. We will only set or read the relevant cookies for the durations set out in the table below. You can withdraw your consent at any time by using the Cookie Tool to turn off/opt-out of the relevant cookies. The cookie files may remain on your device after you have opted-out of using them. Please see the **How to control and delete cookies** section of this Policy or check your browser's help pages to find out how to delete these files from your device.

If you withdraw your consent for us to use non-essential cookies, the consent you have given us to use any personal information we collect using those cookies will also be withdrawn. Please see our Privacy Policy for further details.

4. COOKIES USED ON OUR TECHNOLOGY

The table below sets out the first party and third party cookies that are set and read on your device. The legal reason (also known as the 'lawful basis') for using the personal information collected using the cookies is also set out in the table. To find out more about the lawful bases on which we rely to use your personal information, please see our Privacy Policy.

Some third party cookies are set by third parties that provide a service to us and who act on our behalf and on our instructions. Our [Privacy Policy](#) applies to the personal information collected using these cookies.

Cookies Policy

Other third parties are companies who use the personal information for their own business purposes and are, for the purposes of data protection law, 'controllers' in their own right. Whilst we provide a summary of the third party cookies for these companies in the table below, you should also check the relevant third party's privacy Policy using the links in that table for more information about how these cookies and the personal information they collect are used.

Cookies Policy

Name	Type of Cookie	Duration	Legal Base	First/Third Party	Category
Belbin	Strictly Necessary	1 year	Legal obligation	First Party	Allows website user to use login area on Belbin.com.
Interplace.belbin.com	Strictly Necessary	7 days	Legal obligation	First Party	Allows website user to log on to interplace.belbin.com.
Google Analytics	Analytical	2 years	Consent	Third Party	Measures how website visitors use the website and how many times a website visitor has visited the website.
YouTube	Targeting	2 years	Consent	Third Party	Allows YouTube to create a profile of the website visitor to create more personalised adverts and content.
Vimeo	Targeting	30 minutes	Consent	Third Party	Allows Vimeo to create a profile of the website visitor to create more personalised adverts and content.
Hotjar	Analytical	1 year	Consent	Third Party	Measures how website visitors use the website.
Stripe	Strictly Necessary	7 days	Legal obligation	Third Party	Processes payments on Belbin.com and interplace.belbin.com

Cookies Policy

5. GOOGLE ANALYTICS

Our Sites use Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies to analyse the use of our Sites by you and other visitors. The information generated by the cookie about the use of our Sites is usually transferred to a server of Google in the United States where it is stored. Please see our [Privacy Policy](#) for further information regarding personal information transferred overseas.

We have activated internet protocol (**IP**) address anonymisation for Google Analytics so that your IP address is shortened in advance of transfer to Google if you are located in the United Kingdom or European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the United States and shortened there. Google will use this information on our behalf to evaluate the use of our Sites by you and other users, to compile reports on the activities on our Sites and for further purposes related to the use of our Sites to provide services to us.

The IP address submitted by your browser to Google Analytics will not be merged with other Google data. Please see our [Privacy Policy](#) for details of the personal information that we collect from you using the Google Analytics service.

We may also display content from other websites, such as YouTube or Google maps, on our Sites. Please note that you may be sent cookies from these other websites. We do not control these cookies and advise you to check the relevant third party privacy policies to find out more about the cookies they use and how to manage them.

6. HOW TO CONTROL AND DELETE COOKIES

You can change your cookie preferences at any time by deleting cookies using your browser and refreshing any page on our Sites or by using our Cookie Tool.

You may wish to visit <http://www.allaboutcookies.org/> which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from

Cookies Policy

your device, as well as more general information about cookies. Please note that, as these Sites are not owned or operated by us, we are not responsible for any of the content on them.

In relation to Google Analytics cookies, you can also use the specific Google opt-out tool at <https://tools.google.com/dlpage/gaoptout>.

7. CHANGES

We may make changes to this Cookies Policy at any time by posting a copy of the revised Policy on our Sites. Any changes will take effect 7 days after the date on which we post the modified terms on our Sites, whichever is the earlier.

8. CONTACT US

If you have any questions or concerns about cookies or your privacy when using our Sites, please use our contact details in the **Contact us** section of our Privacy Policy.

Last updated: March 2023