



Cookie Policy

We are the publishing group Reach plc. We, via our various subsidiary companies and brands, publish many national websites, regional websites and mobile applications, that millions of people enjoy every month.

In this Notice we will refer to the mobile applications published by Reach plc and our subsidiary companies as *Apps* and use the term *Sites* to refer to our websites.

Our users and readers are central to our business and always have been dating back, to the early 20th Century. Clearly, the world has changed a lot over the past 100 years but our vision of informing and entertaining people has not and we recognise users place a huge amount of trust in us, in our content and the way we do business. A large part of the change has been technology driven, much of which has been hugely challenging for publishing businesses.

We are committed to managing that change in a way that still allows you free access to the content that matters to you, across our digital platforms. However, we also want you to feel in control of the information you generate when you use our *Sites* and *Apps*. The information generated from your browsing, helps us to understand how people use our websites, how we can improve them and also make sure advertisers get a good return on their investment. Their advertising funds our activities and the content you read for free.

Like most websites and mobile applications, this one uses cookies.

This policy explains how cookies are used on Reach plc websites in general - and, below, how you can control the cookies that may be used on this site (not all of them are used on every site).

What are cookies?

Cookies are small data files sent from a website to your web browser. They are stored in your web browser's cache and allow a website or a third party to recognise your browser or mobile device. Mobile devices and browsers can be shared by a number of people, so cookies are not always wholly related to individuals.

We use two major types of cookies on this Site:

Analytics Cookies hold information as you view different pages of the website and help us to build up a profile of how our readers use the website. They help us to make the website work as efficiently as possible and provide better content and services in the future. We may also use analytics cookies to measure the effectiveness of advertising on the *Sites* and the *Apps* and elsewhere on the internet.

Example: By seeing that more browsers and devices from London prefer football content on a Friday evening than Sunday morning, we may change when and how much content we produce for London football teams on a weekday as opposed to a weekend.

Personalisation and Service Cookies remember your computer or mobile device when you visit a website. They remember your registration and login details and your settings and preferences. They are used to ensure you don't have to login every time you use your browser to comment on articles and to ensure interactive services work effectively. They are also used to recommend content we think you'll be interested in, based on what you've looked at before. Personalisation cookies on the Website are provided and managed by Vision Critical Research Solutions (UK) Limited, which hosts/develops the Website on our behalf.

Example: We run a poll on a particularly contentious local issue so we will use cookies to prevent a device or browser voting hundreds of times to influence the poll results.

Other technologies

In addition to cookies, there are similar technologies that may be used by *the Sites* and *the Apps*. These include:

- *Web beacons*: These are tiny graphics with a unique identifier that are used to understand browsing activity. Web beacons are invisible when you open a web page.
- *Social widgets*: These are buttons or icons provided by third-party social media providers that allow you to interact with those social media services when you view a web page or a mobile app screen. These social widgets may collect browsing data,

which may be received by the third party that provided the widget, and are controlled by the third parties.

- *UTM codes*: These are strings that can appear in a web address when a user moves from one web page or website to another. The string can represent information about browsing, such as which advertisement or publisher sent the user to the receiving website.

Managing your cookie preferences

Most web browsers will allow you to turn off cookies. You should look at your web browsers Settings or Help menu to find out how this is done. However, please be aware that switching off cookies may affect the way the Site operates and adversely affect the quality of your experience on the website.

You can restrict the use of Advertising Cookies on our Sites using our cookie management tool [here](#). Alternatively, you can decline to receive interest based advertising at <http://youonlinechoices.eu>. You can find a description of some of the First Party, Advertising and Third Party Cookies used by Reach plc Sites in our [Cookie Technologies List](#)

When using a mobile device, you can opt-out of receiving interest based advertising by selecting 'Limit Ad Tracking' in the Settings of your Apple iPhone or iPad, or the "Opt out of Ads Personalisation" in the Google Settings on your Android device. You may also be able to reset the unique identifier that Google uses for online behaviour based advertising (referred to as an "Advertising ID") in the Settings on your Apple or Android device.

Social Media Technologies

When you use social media platforms with the Sites and the Apps, each platform has its own technologies and policies to be aware of. For information on limiting the use of widgets and sharing functions with social networks, see below:

- For Twitter widgets, you can find more information [here](#).
- For Facebook widgets, you can find more information [here](#).
- For Pinterest widgets, you can find more information [here](#).

Changes to this Cookie Policy

It's likely that we'll need to update this Cookie Policy from time to time. Any changes to this Cookie Policy will be posted here and such changes will become effective as soon as they are posted. Your continued use of the relevant Site constitutes notice to you of all these changes.

Contact us

If you have questions or comments about the use of Cookie technologies at Reach plc, please see the "Contact" section of the Reach plc **Privacy Notice** or email us at **dataprotection@reachplc.com**.

This Cookies and related technologies notice was published on 25th May, 2018.