

Use of Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Cookies will be either session cookies or persistent cookies.

We use session cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes. Session cookies are deleted when you close your browser or leave the web site.

Persistent cookies are used for a number of different purposes. They can remember your choices and preferences for a web site. We will use them to tailor future visits to our web site we may also use them to tailor marketing you see on social media, apps or other web sites you visit. You may therefore see adverts for our company when visiting other web sites. Persistent cookies will stay on your device when you close your browser or leave our web site. We will ask for your consent to use these type of cookies.

Third party cookies are cookies that are set by a website other than the one you are currently on. For example the web site may have a "Like" or "Share" button for social network sites. If you click on these buttons this party will place a third party cookie on your device. This cookie may then be used to collect information about which web sites you visit. You will need to set your privacy choices on their web site to inform them how they may use your data. You can manage third party tracking cookies in your browser settings.

Welland Business Finance uses both Google and Force24 platforms. Specific cookie information on these systems can be found below.

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 – A persistent cookie.

f24_personId – A persistent cookie

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.

Information on google cookies can be found by following this link; <https://policies.google.com/technologies/cookies?gl=uk>

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.

Overall

Cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from being able to take full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.