Privacy Policy

Anonymous Information

We collect anonymous information when people use our site, even if they have not entered their personal details.

We will not share any anonymous information about your use of our site with third parties if we know that this information will be linked with your personally identifiable information obtained from another source, unless you have given us permission to do this.

Use of I.P. Addresses

An Internet protocol (I.P.) address is a set of numbers that is automatically assigned to your computer whenever you log on to your internet service provider or through your company's local area network (LAN) or wide area network (WAN). Web servers, the powerful computers that provide web pages for viewing, automatically identify your computer by the IP address assigned to it during your session online.

We may collect I.P. addresses for some purposes. We do not link a users I.P. address to a persons personal information, which means we will have a record of each users session but the user remains anonymous to us.

What are Cookies

A cookie is a small piece of data that is sent to your browser from a web server and stored on your computer's hard drive. Cookies do not damage your computer. Cookies make the web easier for you by saving your preferences while on our site.

You can decide if you want to accept cookies by changing the settings on your computer. You can reset your browser to refuse all cookies, or allow your browser to show you when a cookie is being sent.

Cookies Law

In May 2011, the UK Government passed new legislation is regards to the use of Cookies. The following section explains what cookies are, which ones we collect and how they are used on the website.

How We Collect Information

Cookies are small text files that are placed on your computer by the websites that you visit. They are commonly used in order to make websites work by tracking goods that you have placed in a basket, or work more efficiently by remembering your login details, as well as to provide information about the sites usage to the owners of the site

Type of Cookies

There are three types of cookies dropped and collected by websites.

Cookie Type	Description
Moderately intrusive	Embedded third-party content and social media-plugins
Minimally intrusive	Advertising campaign optimisation Web analytics / metrics Personalised content / interface
Necessary for Website Functionality (Exempt from changes to privacy regulations)	Stop multiple form submissions Load balancing Transaction specific

We collect the following anonymous cookies for tracking purposes.

Name	Description	Expiration
_utma	This cookie is typically written to the browser upon the first visit to your site FROM THAT WEB BROWSER. If the cookie has been deleted by the browser operator, and the browser subsequently visits your site, a new __utma cookie is written with a different unique ID. This cookie is used to determine unique visitors to your site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.	2 years from set/update
_utmb	This cookie is used to establish and continue a user session with your site. When a user views a page on your site, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page on your site, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30-minute intervals. This cookie expires when a user pauses on a page on your site for longer than 30 minutes. You can modify the default length of a user session with the _setSessionCookieTimeout() method.	30 minutes from set/update
_utmc	This cookie is no longer used by the ga.js tracking code to determine session status.Historically, this cookie operated in conjunction with the __utmb cookie to determine whether or not to establish a new session for the user. For backwards compatibility purposes with sites still using the urchin.js tracking code, this cookie will continue to be written and will expire when the user exits the browser.	Not set

	However, if you are debugging your site tracking and you use the ga.js tracking code, you should not interpret the existence of this cookie in relation to a new or expired session.	
_utmz	This cookie stores the type of referral used by the visitor to reach your site, whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within your own site. The cookie is updated with each page view to your site.	6 months from set/update

Prohibiting the collection of cookies

If you would like to prevent us from collecting cookies when you visit our site, please update your privacy settings in your browser. You can control the kinds of cookies you accept there.

http://www.google.co.uk/goodtoknow/manage-data/

http://www.mozilla.org/en-US/privacy/

http://privacy.microsoft.com/en-gb/default.mspx

Internet-based advertising policy

Under the Google Interest Based Advertising Programme (the "Programme"), Google allows us to serve advertisements to Users (i) who previously have visited the Conversationware website and (ii) based on Google-defined interest-categories. The following policies only apply to these programme participants.

Definitions

"User" means a unique instance of a Web browser.

"User Cookie" means a DoubleClick DART cookie or a Teracent cookie associated with a User.

"User Lists" means a list of User Cookies created or otherwise obtained by Company and used in connection with the Google Display Network, which is referred to in the user interface as "remarketing lists".

"Web Properties" means properties or content on the Google Display Network and all other Google properties or content that use the User Cookie.

We will not attempt to identify users to whom ads are shown individually, and all user lists shall remain anonymous. Google's network of advertising can be found across the web and may show our advertisements to you from time to time

Visitors can opt out of Google Analytics for Display Advertisers and opt out of customized Google Display Network ads by visiting the Ads Preferences Manager. You may also find the Google Analytics Opt-out Browser Add-on useful.

CallTracks Privacy Information

From time to time we may record calls for training purposes, these recordings will not be kept for longer than three months and no personal information will be retained.

In addition, not all calls are recorded. The system can be used to track sources of advertising as below.

Cookie Name	Type	How Cookie is used	Data stored
calltracksGuid*	Analytics Cookie	Calltracks user identifier. Used only within this	Uniquely identifying the visitor between

		site, for uniquely identifying the visitor between page views. For more information: www.calltracks.com/privacy/	page views.
calltracksData*	Analytics Cookie	Holds information about the source of the visitor (e.g. Google or Bing), the Pay Per Click advert that the visitor clicked on (if applicable), and which phone numbers have been displayed to the visitor. For more informationt: www.calltracks.com/privacy/	Holds information about the source of the visitor.