COOKIE POLICY

Last updated Jan 14th, 2025

This Cookie Policy explains how Anetic Aid Ltd. ("**Company**", "**we**", "**us**", and "**our**") uses cookies and similar technologies to recognize you when you visit our websites at http://www.aneticaid.com, ("**Websites**"). 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.

What are cookies?

Cookies are small data files that are placed on your computer or mobile 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.

Cookies set by the website owner (in this case, Anetic Aid Ltd.) 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). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below.

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

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse 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.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit http://www.aboutads.info/choices/ or http://www.youronlinechoices.com.

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

Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas.

Our main Essential Cookies are Laravel Essential Cookies, which include the following:

XSRF-TOKEN
aneticaid_session

These cookies are created by Laravel's global cookie helper, and the information is used to protect our website and your data against Cross Site Request Forgery - a purely technical protection mechanism. This holds information about the current session of the logged in user of the application.

We also incorporate a custom Essential Cookie on the Website called 'cookie-consent'. This can either be 'accepted' or 'rejected' to provide you greater cookie control and allows us to be compliant with legal requirements.

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Do you use Flash cookies or Local Shared Objects?

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the Website Storage Settings Panel. You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order 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 top of this Cookie Policy indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at marketing@aneticaid.com or sales@aneticaid.com or by post to:

Anetic Aid Ltd.
44 New Lane
Havant, Hampshire PO9 2NF
United Kingdom
Phone: 01943878647

Force24 Cookies & Tracking

Our organisation utilises Force24's marketing automation platform.

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
- F24_personID

They allow us to understand our audience engagement thus allowing better optimisation of marketing activity.

f24_autoId – This is a temporary identifier on a local machine or phone browser that helps us track anonymous information to be later married up with f24_personid. If this is left anonymous it will be deleted after 6 months . Non-essential, first party, 10 years, persistent.

f24_personId – This is an ID generated per individual contact in the Force24 system to be able to track behaviour and form submissions into the Force24 system from outside sources per user. This is used for personalisation and ability to segment decisions for further communications. Non-essential, first party, 10 years, persistent.

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.

The Force24 cookies will remain on a device for 10 years unless they are deleted.

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.

Google Analytics

Our organisation utilises Google Analytics for website management and improvement.

The GA4 JavaScript tags use first-party cookies to distinguish unique users as well as unique sessions from a single user. Both cookies have a default expiration time of 2 years and are as follows:

- **_ga**
- **_ga_<container-id>**

They allow us to understand user's needs on our website and tailor aspects of our site to improve the user experience

_ga – This is a first-party cookie that is used to distinguish users

_ga_<container-id> – This is a first-party cookie that is used to persist session state.

Browers enforce limitations on the lifespan of first-party cookies is a user does not make a return visit (maximum of 400 days for Chrome and 7 days for Safari).

As we link our Google Analytics account to our Google Ads account, the GA4 JavaScript tags also set additional cookies that are used to provide Google Ads with a more reliable way to measure interactions customers have with our business. These are split into four areas:

- **Functionality** – cookies used for functionality allow users to interact with a service or site to access features that are fundamental to that service, including preferences like user's choice of language, product optimisations that help maintain and improve a service and maintaining information relating to a user's

session e.g. content of the shopping cart
- **Security** – cookies used to prevent fraud and authenticate and protect users when they interact with a service
- **Analytics** – cookies used to help collect data that allows services to understand how users interact with a particular service. These insights allow services both to improve content and build better features to improve overall user experience
- **Advertising** – Google uses cookies for advertising, including serving and rendering ads, personalising ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring effectiveness of ads.

For more details on Google's advertising and measurement cookies, please visit here: https://business.safety.google/adscookies/

For more information on how Google safeguards your data, please visit their safeguarding page here: https://support.google.com/analytics/answer/6004245

Microsoft Clarity

Our organisation utilises Microsoft Clarity to understand how users interact with our site and where they get stuck to make data-driven decisions. We also use this to identify any problem areas of our site that are causing user frustration, as well as analysing what works well. We incorporate the technology's heatmaps to help analyse user behaviour efficiently and then create segments of data to customise and tailor our services to our users.

Microsoft Clarity sends us nonpersonally identifiable information about our users, as is retained for different periods of time. Recordings data is retained for 30 days, any labeled or favourited sessions are retained for 13 months and Heatmaps data is retained for 13 months.

Data on Clarity servers, including backups, will be deleted post retention period and can't be recovered. For more details on retention, see below:

- **Click Data** – data shown on the Clarity portal or aggregated data per page on the website such as the ULR, User ID, and pointer distance – **held for 13 months.**
- **Playback Data** – data that is captured for playing back recordings – **held for 30 days.**
- **Sessions labeled or favourited – held for 13 months**

The full list of first-party cookies Clarity collects are as follows:

- **_clck**
- **_clsk**
- **CLID**
- **ANONCHK**
- **MR**
- **MUID**
- **SM**

_clck – This is a first-party cookie that persists the Clarity User ID and preferences, unique to that site is attributed to the same user ID.

_clsk – This is a first-party cookie that connects multiple page views by a user into a single Clarity session recording.

CLID – This is a first-party cookie that identifies the first-time Clarity saw this user on any site using Clarity.

ANONCHK – This is a first-party cookie that indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0
MR – This is a first-party cookie that indicates whether to refresh MUID.

MUID – This is a first-party cookie that identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.

SM – This is a first-party cookies used in synchronizing the MUID across Microsoft domains.

For more details on what data Clarity collects, please visit there site here: [Clarity data collection | Microsoft Learn](#)