



## How we use Cookies

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We use analytical and functionality cookies to allow us to recognize and count the number of visitors to our site and to see how visitors use the site, to enable us to improve how our site works. We also use session cookies and persistent cookies. Session cookies are temporary cookies which exist only in the period you access the site and expire once you close the browser. They allow website operators to link the actions of users during a single browser session and therefore avoid you having to re-enter information. Persistent cookies are cookies which remain on the hard drive of your computer after you have visited the website. These help us to identify you as a unique visitor and enable us to recognize you on future visits. No information is passed to third parties for marketing purposes although we may share information with third parties but only in relation to providing web or other services to you connected to the service we provide.

We may also collect information about your computer, including where available, your IP address, operating system and browser type, for system administration and to report aggregate information. This is statistical data about our site users' browsing actions and patterns, and does not identify any individual.

We use cookies in order to:

- give us information about the number of visitors to different parts of our site and how visitors use the site;
- enhance your visit to our site, facilitate user administration including detection of mobile devices and to provide you with content tailored to your interests based on your usage of the site;
- ease your browsing experience by optimizing and improving the use of web forms, analyzing user behavior to improve usability of the site and track your preferences;
- enable you to order our goods and services through our online shop, including use of a shopping basket;
- administer a customer online account, including remembering log-in details and language selection for the (i) 16pf<sup>®</sup> instrument and (ii) Hilson<sup>™</sup> and public safety related suite of products, and related systems and other applications; and
- understand how our online advertising and marketing campaigns and promotions are working in order to improve our site design and offers and promotions, and to assess the effectiveness of our marketing campaigns.

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