

## Fera Science Limited ("Fera")

### Use of Cookies

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*Cookies are pieces of information that a website transfers to an individual's hard drive for record keeping purposes. Cookies make web surfing easier by saving basic contact information whilst at the Fera site. The use of cookies is standard - they are used on most websites.*

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#### **Why we use cookies**

This website stores cookies on your computer. These cookies are used to collect information about how you interact with our website and allow us to remember you. We use this information to improve and customise your browsing experience and for analytics and metrics about our visitors both on this website and other media. If you accept a cookie from www.fera.co.uk, it will not only help avoid having to fill out multiple forms as the site is traversed, but it will also help Fera to learn how to continue improving the site based on the experiences of the users.

If you decline, a single cookie will be used in your browser to remember your preference not to be tracked.

#### **Examples of how we use cookies:**

A cookie lets the site remember that you have registered for any given site visit, which allows Fera to speed up additional activities at the site during that visit.

We do not use cookies to retrieve information from your computer that was not originally sent in a cookie.

Except as described below, Fera does not use information transferred through cookies for promotional or marketing purposes, nor is the information shared with third parties.

Fera does not use cookies to identify specific individuals, except in cases such as product demonstration registration (where a cookie allows you to register once to download a demo without registering again each time you download subsequent demos in the same session).

Most browsers are set to 'accept' cookies by default. If you would prefer, you can set your browser to refuse cookies or to alert you when cookies are being sent - however, it is possible that some parts of the site will not function properly if you do so.

## About Cookies

We use cookies mainly to improve and analyse your experience on our websites and for marketing purposes. We respect your right to privacy; you can choose not to allow some types of cookies. Click on the category headings to find out more and change your default settings. Blocking some types of cookies may negatively impact your experience on the site and limit the services we are able to provide.

### Necessary (Always On)

These cookies are necessary for the website to function and cannot be switched off in our systems. Learn more about necessary cookies.

### Analytics

These cookies help us to understand how visitors engage with the website. We may use a set of cookies to collect information and report site usage statistics. In addition to reporting site usage statistics, data collected may also be used, together with some of the advertising cookies described, to help show more relevant ads across the web and to measure interactions with the ads we show. Learn more about analytics cookies.

### Advertisement

We use cookies to make our ads more engaging and valuable to site visitors. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on ad campaign performance; and to avoid showing ads the user has already seen. Learn more about advertisement cookies.

### Functionality

We use a set of cookies that are optional for the website to function. They are usually only set in response to information provided to the website to personalise and optimise your experience as well as remember your chat history. Learn more about functionality cookies.

For further information about how Fera uses personal data, please see our Privacy Notice at: [www.fera.co.uk](http://www.fera.co.uk). By using this site, you signify your acceptance of the Fera Privacy Notice. Fera reserves the right to make updates to its Privacy Notice at its sole discretion, and you are advised to check these conditions regularly.