Idenna Creative - Cookies

About cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

Cookies can be used by web servers to identity and track users as they navigate different pages on a website and identify users returning to a website.

Our cookies

We use both session and persistent cookies on our website.

The names of the cookies that we use on our website, and the purposes for which they are used, are set out below:
- we use performance cookies on our website. These cookies enable the collection of information about how visitors use our website, including which pages visitors go to most often and if they receive error messages from certain pages. These cookies do not collect information that individually identifies a visitor. All information these cookies collect is aggregated and anonymous. It is only used to improve how our site functions and performs.
- we use functional cookies on our website to allow www.idenna.com to remember information you have entered or choices you make and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize.
- We use third-party service providers to serve advertisements on our behalf across the Internet. These service providers may collect your IP address and non-personally identifiable information about your visits to our site in order to serve Idenna Creative ads while you are visiting other websites. Such non-personally identifiable information is anonymous and does not include your name, address, email address or other personal information, however your IP address may be collected. The anonymous information is collected through the use of a pixel tag (also known as cookies and action tags), which is industry-standard technology used by most major websites.

Analytics cookies

We use Google Analytics to analyse the use of our website.

Our analytics service provider generates statistical and other information about website use by means of cookies.

The information generated relating to our website is used to create reports about the use of our website.

Our analytics service provider's privacy policy is available at: http://www.google.com/policies/privacy.

Third party cookies

Our Site may contain links to other websites, share buttons (e.g. Twitter) or Facebook "Like" buttons. These other websites, services and applications may set their own cookies on users' computers, collect data or solicit personal information. You should refer to any privacy policies found on such websites, services and applications to understand how your information may be collected and used.

Blocking cookies

Most browsers allow you to refuse to accept cookies; for example:
- in Internet Explorer (version 10) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
- in Firefox (version 24) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
- in Chrome (version 29), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.

Blocking all cookies will have a negative impact upon the usability of many websites.
If you block cookies, you will not be able to use all the features on our website.

Deleting cookies

You can delete cookies already stored on your computer; for example:
- in Internet Explorer (version 10), you must manually delete cookie files (you can find instructions for doing so at http://support.microsoft.com/kb/278835);
- in Firefox (version 24), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history", clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- in Chrome (version 29), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Delete cookies and other site and plug-in data" before clicking "Clear browsing data".

Deleting cookies will have a negative impact on the usability of many websites.