Bankstone Limited

Cookie Policy

Introduction

This cookie policy explains how Bankstone uses cookies and similar technologies when you visit the Bankstone website. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

These pages and some of the emails that Bankstone may send to you may use cookies, web beacons, pixel tags, action tags or similar technologies.

About Cookies

Cookies are small text files that are downloaded onto your computer or mobile device by websites that you visit. These cookies remain stored on your device until such a time that the cookie expires or is manually deleted. This allows for the information stored within the cookie to be sent back as part of any subsequent interactions you have with the issuing website. This exchange of information allows websites to remember basic information about you, such as whether you have visited the website before or whether you are 'logged in'. Different types of cookies are used to do different things. These include letting you navigate between different pages on a website efficiently, remembering your preferences and helping us to identify ways to improve your overall website experience. Others are used to measure the number of website visits and the most popular pages users visit, or to provide you with advertising more tailored to your interests.

How we use cookies

When you visit our website, we may collect information from you, such as your IP address and other online identifiers. This helps us to monitor usage and patterns of website traffic.

We may use third parties to collate IP addresses to help us understand our internet traffic and data regarding your browser type and computer and to create statistical data on the use of our website. We may use or disclose

statistical data to improve the content on our site and to offer you products and services.

We do not use cookies to track people's Internet usage after leaving our sites and we do not store personal information in them that others could read and understand. We will not sell or distribute cookie information without your prior consent.

We use cookies for the following key purposes:

- ensuring the website operates as expected.
- preventing misuse of the website.
- providing live chat functions.
- understanding how users engage with the website.
- trialling improvements to the websites.
- personalising adverts displayed to users.

Types of cookies we use

Essential Cookies

These cookies are essential for our online services and tools to work where they are strictly necessary to provide a service you request. Depending on the service, this may include browsing a website, platform or application and using its available options or services: controlling traffic and data communications, identifying the session, accessing restricted areas, remembering items included in an order, completing an order purchase, completing an event registration or participation form, using security components while browsing, storing content to play videos or sounds, or sharing content on social networks. Whether a cookie is essential depends on its specific purpose. Its lifetime is a separate matter: session cookies last for a browsing session, while persistent cookies remain until they expire or are deleted.

Analytical Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website. This includes noting if visitors get any error messages from web pages. The information collected by these cookies is used to measure the activity of the websites, applications or platforms and to compile browsing profiles of the users of these websites, applications and platforms to make improvements based on analysing the data on how users use the service. All information these cookies collect is

aggregated and is therefore anonymous and cannot be used to identify an individual visitor.

Marketing Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and are used to target customers with marketing or advertisements that are relevant to you on third party websites or social media sites. They work by uniquely identifying your browser and device. If you do not allow these cookies, you will not experience our targeted advertising across different websites.

Our website uses conversion code tracking to establish whether an advertisement has driven an enquiry.

Remarketing – we use remarketing advertising to deliver targeted advertising messages to users that have previously shown an interest in our website. We apply strict rules to our remarketing campaigns so you will only be delivered targeted messages and are not bombarded with ad space.

Strictly Necessary Cookies

These cookies are needed to run our website, to keep it secure if you are signed in and to obey regulations that apply to us.

If you are a customer, they help us know who you are so that you can sign in and manage your accounts. They also help us keep your details safe and private.

Other important jobs they do are:

- Help you move around the site.
- Tell us if you've been to it before and which pages you went to.
- Tell us how the site is working, so we can find and fix any problems.

You can't turn off these cookies.

Performance cookies

These cookies tell us how our customers use our website, for instance which pages users go to more often, and if they get error messages received from the webpages. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. This helps us to:

- Improve the performance of our services.
- Improve the products we provide.

- Collate anonymous aggregated information that is used to manage and plan enhancements to our services.
- Tailor the website to suit customer needs.
- Measure advertising effectiveness.

We will ask for your consent to use these cookies.

List of cookies we use

Cookie Type / Description

GA4 Google Analytics, YouTube, Social Media Platforms (Analytics & Remarketing)
Affiliates (Analytics)
Google & Microsoft Ads (Conv Tracking and Remarketing)

For more information on how Google uses personal data when you give consent through this website or app, read Google's 'How Google Use Information From Sites or Apps That Use Their Services'.

How you can manage cookies

Where cookies require your consent, that consent must be obtained before they are used. You have the right to withdraw your consent at any time, and withdrawing it must be as easy as giving it. Browser controls for blocking or deleting cookies are separate from withdrawing consent.

You have a number of choices about how you manage cookies on your device. Internet browsers normally accept cookies by default, but all major browsers allow you to block or delete cookies.

You may delete and block some or all cookies from this site, but this may restrict your use of our website and / or delay or affect the way in which our website operates, and parts of the site may not work as a result.

To learn more about how to manage your cookies please consult the privacy features in your browser. Most web browsers allow some control of most cookies through the browser settings. To enable or disable cookies, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" facility).

Further external resources are available by visiting Cookies | ICO that provide specific information about cookies and how to manage them to suit your preferences.

To opt out of Google Analytics across all websites visit: http://tools.google.com/dlpage/gaoptout

Changes to our cookie policy

We reserve the right, at our discretion, to amend this Cookie Policy at any time. Please read this carefully and re-visit the policy from time to time to review any changes that may have been made.

Contact us

If you have any further questions, please contact Bankstone at: Use contact form

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