

# BETERO Website Cookies Policy

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Last updated: 21 March 2022

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## 1. What are cookies?

Cookies are small text files that are stored in your computer's memory and hard drive, in your mobile device or tablet when you visit certain web pages. They are used to enable websites to function or to provide information to the owners of a website, or other third parties which receive data obtained from that website.

When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it may give you a more personalised web experience.

## 2. Why do we use cookies?

Cookies help BETERO ("Betero", "us", "our", "we") to provide customised services and information. We use cookies on our Website to tell us, in general terms, how and when pages on our Website are visited, what our users' technology preferences are – such as what type of video player they use – and whether our Website is functioning properly. Depending on their purpose, some cookies will only operate for the length of a single browsing session, whilst others have a longer life span to ensure that they fulfil their longer-term purposes (as explained in more detail below). Please note that, however long the cookies' active life may be, you can delete cookies (and therefore stop any further data collection by them) as further described below.

When logging into our password-protected user area, the Website may use cookies or other technology to help us authenticate you, store and recognise your configuration and user attributes, facilitate your navigation of the website, and customise its content so that the information made available is likely to be of more interest to you.

In broad terms, we use cookies on our Website for the following purposes:

- **Analytical purposes**  
Analytical cookies allow us to recognise, measure and track visitors to our Website and compile a record of this usage information. This helps us to improve and develop the way our Website works, for example, by determining whether site visitors can find information easily, or by identifying the aspects of websites that are of the most interest to them.
- **Usage preferences**  
Some of the cookies on our Website are activated when visitors to our site make a choice about their usage of the site. Our Website then 'remembers' the settings preferences of the user concerned. This allows us to tailor aspects of our site to the individual user.
- **Terms and conditions**  
We use cookies on our Website in order to record when a site visitor has seen a policy, such as this one, or provided consent, such as consent to the terms and conditions on our Website. This helps to improve the user's experience of the site

– for example, it aids in avoiding a situation where a user is asked repeatedly to consent to the same terms. We also track whether a user has seen other similar documents (such as an online survey) before – again, to ensure that a user’s experience of our Website is a smooth one.

- Functional purposes  
Functional purpose cookies store information that is needed by our applications to process and operate. For example, where transactions or requests within an application involve multiple workflow stages, cookies are used to store the information from each stage temporarily, in order to facilitate completion of the overall transaction or request.
- Advertising  
Advertising cookies allow us (or third parties) to monitor the behaviour of users of our Website. This information is used to ensure that products and services highlighted to those individuals are targeted in a focused and relevant manner – e.g. through advertisements on the BETERO website or through advertisements on third party websites which are based on your experience with our Website; or to monitor the effectiveness of those digital marketing campaigns. We also monitor whether the adverts displayed on our Website are of interest to users and retain this information to ensure that adverts seen by users of our Website over a period of time are appropriate.

Please note that third parties may use cookies. The kind of cookies and the consequent data processing carried out by such third parties are regulated by their privacy policies. Please see below for more information about third party cookies.

### 3. Your cookie preferences

Cookies are necessary for you to be able to make full use of BETERO’s Website. In addition, cookies help us provide you with personalised features on our Website. If you chose to disable cookies, some of BETERO’s Website’s functionality might be impaired.

### 4. Local Flash Storage

On certain pages of our Website, we include content designed for display using Adobe Flash Player, such as animations, videos, and tools. Local flash storage (often referred to as “Flash cookies”) can be used to help improve your experience as a user. Flash storage is retained on your device in much the same way as standard cookies but is managed directly by your Flash software.

If you wish to disable or delete information stored locally in Flash, please see the documentation for your Flash software, located at [www.adobe.com](http://www.adobe.com). Please note that, if you disable Flash cookies, some site functionality may not work.

### 5. Third party cookies

When you visit our Website, you may receive cookies that are set by third parties. These cookies are used for the purposes described in the “Why Do We Use Cookies?” section of this policy. We do not control the setting of these third-party cookies, so we suggest you might wish to check the third-party websites for more information about their use of cookies and how to manage them.

## 6. Amending cookie preferences

If you wish to remove cookies set by our Website from your browser in the future, you may delete them. The instructions for removing cookies from your computer or mobile device depend on the operating system and web browser you use. Please note, however, that withdrawing your agreement to the use of cookies on our sites will impair the functionality of the sites.

The site [www.allaboutcookies.org](http://www.allaboutcookies.org) includes instructions for managing cookies on many commonly used browsers, or you may consult the vendor documentation for your specific software.

## 7. Further information about cookies

If you would like to find out more about cookies in general and how to manage them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 8. Privacy Policy

Please ensure that you familiarise yourself with our privacy policy which provides further information on data gathering, storage and usage.

Learn more here: [https://www.betero.io/privacy\\_policy.pdf](https://www.betero.io/privacy_policy.pdf)