

What are cookies?

Cookies are small files that get put on your computer by websites as you surf them. These cookies can store lots of information which can have privacy implications. We like to think all the cookies used on this site are fairly innocuous but that's for you to judge. We also make use of temporary "Session Cookies" to determine if you have logged into the password protected areas of our website. These only exist while your web browser is open and are wiped as soon as you close the window.

Anonymous tracking software

We use Google Analytics (just like virtually everybody else) a service provided by Google. They gather anonymous data on how people are using this site and then provide us with visitor statistics, details of page views etc. You can think of it as being a bit like CCTV but one that automatically blurs your face so we can see what people have done, but not who. If you are anti-Google you can opt-out of being tracked by Google Analytics at <http://tools.google.com/dlpage/gaoptout> (we'd prefer you didn't though as this data is seriously helpful to us in improving our website).

Third party website widgets

We also embed some page elements from trusted third parties so that we can provide you with features like Interactive Maps, Like Buttons and Videos. Collectively they make our website more interesting to you as a site visitor however most of these come with their own cookies. They are:

- Facebook
- Twitter
- YouTube
- Vimeo
- Google (Maps + Plus)
- ShareThis

Since we do not control these cookies we cannot guarantee what they do but we are confident that they value your privacy just as much as we do. In many cases the cookies are used to generate identical information to Google Analytics (see above) and indeed use Google Analytics, so opting-out of Google Analytics will also opt you out of these cookies too.

How do I opt out?

You can opt out of Google analytics and other Google services here –

<http://tools.google.com/dlpage/gaoptout> and <https://www.google.com/dashboard/>

You can control how Facebook tracks your behaviour online here -https://www.facebook.com/settings/?tab=privacy&ion=applications&field=instant_personalization

You can control how Twitter handles your personal information here -<https://twitter.com/privacy>

You can learn more about privacy and Vimeo here -http://vimeo.com/faq#privacy_settings_do

You can opt out of ShareThis tracking here -<http://www.sharethis.com/privacy>

While we would love to offer a cookie-free version of our site we simply do not have the resources to provide and maintain one. Unfortunately if you are really anti-cookie then there is no option except to not use our site. You can remove any cookies we have already put on your machine within your browser settings – pressing Ctrl+Shift+Delete may work in many cases. We will be sorry to see you go! **Advanced Funding** is committed to protecting your privacy. This privacy statement

1.0 Our core beliefs regarding user privacy and data protection

- User privacy and data protection are human rights
- We have a duty of care to the people within our data
- Data is a liability, it should only be collected and processed when absolutely necessary
- We loathe spam as much as you do!
- We will never sell, rent or otherwise distribute or make public your personal information

2.0 Relevant legislation

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- [UK Data Protection Act 1988 \(DPA\)](#)
- [EU Data Protection Directive 1995 \(DPD\)](#)
- [EU General Data Protection Regulation 2018 \(GDPR\)](#)
- [Australian Privacy Act 1988 \(APA\)](#)

This site's compliance with the above legislation, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well. If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation you should contact our data protection officer (details of whom can be found in section 9.0) for clarification.

3.0 Personal information that this website collects and why we collect it

This website collects and uses personal information for the following reasons:

3.1 Site visitation tracking

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor (see section 6.0 below).

GA makes use of cookies, details of which can be found on [Google's developer guides](#). FYI our website uses the analytics.js implementation of GA.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

In addition to Google Analytics, this website may collect* information (held in the public domain) attributed to the IP address of the computer or device that is being used to access it. The information is supplied to us from [Whoisvisiting.com](#). Whoisvisiting.com is a service offered by Whoisdata