Cardinal Analytics Cookie Policy

We use cookies across our websites to improve performance and enhance your user experience. The below explains how we do that.

What are cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. Web beacons or other similar files can also do the same thing. We use the term "cookies" in this policy to refer to all files that collect information in this way. There are many functions cookies serve. For example, they can help us to remember your username and analyse how well our website is performing.

Certain cookies contain personal information – for example, if you click to "remember me" when logging in, a cookie will store your username. Most cookies won't collect information that identifies you, and will instead collect more general information such as how users arrive at and use our websites, or a user's general location.

What sort of cookies does the Cardinal Analytics use?

Generally, our cookies perform up to three different functions:

1. Essential cookies
Some cookies are essential for the operation of our website. For example, some cookies allow us to identify members and ensure they can access the user only pages. If a user opts to disable these cookies, the user will not be able to access all of the content available.

2. Performance Cookies
We utilise other cookies to analyse how our visitors use our websites and to monitor website performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages.

3. Functionality Cookies
We use functionality cookies to allow us to remember your preferences. For example, cookies save you the trouble of typing in your username every time you access the site.

Does anyone else use cookies on Cardinal Analytics websites?

No. If you are based in the European Union and would like to learn more about how advertisers use these types of cookies or to choose not to receive them, please visit www.youronlinechoices.eu. If you are based in the United States and would like to learn more, please visit http://www.aboutads.info/choices/. We also use or allow third parties to serve cookies that fall into the four categories above. For example, like many companies, we use Google Analytics to help us monitor our website traffic. We may also use third party cookies to help us with market research, improving site functionality and monitoring compliance with our terms and conditions and copyright policy.

Can a website user block cookies?

As we've explained above, cookies help you to get the most out of our websites.

You may wish to disable cookies, in which case you should consult the settings section of your relevant web browser. Please remember that if you do choose to disable cookies, you may find that certain sections of our website do not work properly

Do we track whether users open our emails?

No.

Do we track what user behaviour in user areas (the dashboard that is entered after secure log in)?

No. We are only able to log times when a user logged in and out of their respective dashboard, but cannot identify what elements of the dashboard they are using, or what data has been uploaded.

More Information

More detail on how businesses use cookies is available at www.allaboutcookies.org.

How to manage cookies

As we explain in our Cookie Policy, cookies help you to get the most out of our websites. If you do disable our cookies you may find that certain sections of our website do not work. For example, you may have difficulties logging in or viewing articles. If you are concerned about cookies, users based in the European Union can visit www.youronlinechoices.eu and users based in the US can visit http://www.aboutads.info/choices/ to opt out of these third party cookies.

The above websites are not Cardinal Analytics sites and we are not responsible for their content.