

Cookie Policy

We are The Business Advice Consultancy Limited (“we”, “us”, “our”), trading as BAC, registered in England with Company Number 12644580. Our registered office address is at Morgan Reach House, 136 Hagley Road, Birmingham, West Midlands, B16 9NX.

We are a business management provider that provides businesses with access to business management business services.

Our website is www.businessadviceconsultancy.co.uk (“Our site”).

If you need to contact us in relation to these Terms and Conditions, you can do so by letter addressed to the Managing Director at the above address, or by email to fred.dures@businessadviceconsultancy.co.uk

1. ABOUT THIS POLICY

1.1 Our site uses Cookies and analogous technologies to assist in recognising you when you visit it. Using Cookies enables Us to provide a better experience to you and improve our site by better identifying how you use it.

1.2 Please read this Policy carefully and ensure that you understand it. Your acceptance of it is required and will be confirmed by you if you continue to use our website.

1.3 If you do not agree to this Policy, you must immediately stop using our site.

1. 4 DEFINITIONS AND INTERPRETATION

In this Policy the following words shall have the following meanings:

“Cookie”: a small file placed on your computer or device by Our site when you visit certain parts of Our site and/or when you use certain features of Our site;

“Cookie Law”: the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations and, where applicable, the UK GDPR;

“Device”: your computer or device;

“Personal Data”: any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by the UK GDPR and the Data Protection Act 2018 (the “Data Protection Legislation”); and

2. HOW DOES OUR SITE USE COOKIES?

2.1 First party Cookies are those placed directly by Us and are used only by Us. Our site may place and access certain first party Cookies on your Device. We use these to enable and improve your experience of Our site and to provide and improve Our services. We have chosen these Cookies carefully and taken steps to protect your privacy and personal data.

2.2 By using Our site, you may also receive certain third-party Cookies on your Device. Third party Cookies are those placed by parties other than Us. Third party Cookies are used on Our site for advertising Our services. For more details, please refer to section 4 below.

2.3 All Cookies used by and on Our site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookies:

2.3.1 Strictly Necessary Cookies

A Cookie falls into this category if it is essential to the operation of Our site, e.g. to support logging in and payment transactions.

2.3.2 Analytics Cookies

We need to understand how you use, navigate, and use Our site to help Us improve it and your experience of it. We use Analytics to do this.

2.3.3 Functionality Cookies

Functionality Cookies enable Us to provide additional functions to you on Our site. e.g. remembering your saved preferences. Some of these may also be strictly necessary Cookies, although not all.

2.3.4 Targeting Cookies

We need to know when, how often and which parts you visit and use of Our site (including which links you have used). As with analytics Cookies, this helps us to understand you and to make Our site and advertising relevant to your interests. Some information gathered by targeting Cookies may be shared with third parties.

2.3.5 Third Party Cookies

Third party Cookies are not placed by Us, they are placed by third parties that provide services to Us and/or to you. These may be used to tailor advertising to you on Our site, or by third parties providing analytics services to Us and work in the same way as analytics Cookies.

2.3.6 Persistent Cookies

Any of the types of Cookies set out above may be a persistent Cookie. These remain on your Device for a predetermined period and activate each time you visit Our site.

2.3.7 Session Cookies

Any of the types of Cookies set out above may be a session Cookie. These are temporary and only remain on your Device from the point at which you visit Our site until you close your browser. These Cookies are deleted when you close your browser.

2.4 Cookies on Our site is not permanent and will expire after 12 months.

2.5 For details of the personal data we collect, use, the measures in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy.

2.6 For more specific details of the Cookies that we use, see the table below.

3. WHAT COOKIES DOES OUR SITE USE?

3.1 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Strictly Necessary
elementor	HTML	Yes

3.2 The following third-party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Provider
NID	HTTP	Google

3.3 Our site uses analytics services provided by <<Insert Name of Analytics Service Provider(s)>>. Website analytics refers to a set of tools used to collect and analyse anonymous usage information and help Us understand how Our site is used. This enables Us to improve Our site and the services offered through it. Our use of these does not pose any risk to your privacy or your safe use of Our site but You do not have to

allow Us to use these Cookies. However, it does enable Us to improve Our site and your experience when using it.

3.4 The analytics service(s) used by Our site use(s) analytics Cookies to gather the required information.

3.5 The analytics service(s) used by Our site use(s) the following analytics Cookies:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
_ga	HTTP	Google	No
_gat	HTTP	Google	No
_gid	HTTP	Google	No

4. CONSENT AND CONTROL

4.1 You will be shown a pop up requesting your consent to set Cookies before Cookies are placed on your Device. By giving your consent to such placing, you enable Us to provide the best experience and service to you. You may, if you wish, deny consent to the placing of Cookies unless those Cookies are strictly necessary; however certain features of Our site may not function fully or as intended. You can return to your Cookie preferences to review and/or change them at any time.

4.2 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your Device.

4.3 The links below provide instructions on how to control Cookies in all mainstream browsers:

4.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

4.3.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

4.3.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

4.3.4 Safari (macOS): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

4.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>

4.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

4.3.7

Android: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

5. CHANGES TO THIS POLICY

5.1 We may change this Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects it.

5.2 Any changes will be made available on our website.