

## **Cookies Policy**

### **1. OVERVIEW OF COOKIES POLICY**

Like other Websites, LPS Events Ltd (“LPS Events Ltd” or “we” or “us”) and third-party service providers (“Service Providers”) may use or set cookies and other tracking technologies on your browser. This Cookie Policy explains the type of cookies and other tracking technologies we may use, why we use them, and the rights available to you.

You are expected to read this Cookie Policy – along with our Privacy Policy – and agree to them. By accessing our Website at [www.lpsevents.co.uk](http://www.lpsevents.co.uk) (the “Website”), you hereby consent to our use of cookies as described in this Cookies Policy.

### **2. WHAT ARE COOKIES?**

A cookie is a file containing an identifier (a string of letters and numbers) sent by a web server to a web browser and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies help us make the Website work efficiently and as well provide us with reporting information. Cookies are either set by LPS Events Ltd or our Service Providers when they perform tasks on our behalf.

Cookies may be either “persistent” or “session” cookies. A persistent cookie will be stored by a web browser and remain valid until the user deletes its set expiry date before the expiry date. On the other hand, a session cookie will expire at the end of the user session when the browser is closed.

Cookies do not typically contain any information that personally identifies a user. Still, we store personal information about you may be linked to the information stored in and obtained from cookies.

### **3. WHAT TYPES OF COOKIES ARE USED?**

The following types of cookies are used on the Website:

**3.1 Essential or Strictly necessary cookies:** These types of cookies help with the operation of the Website. Likewise, they are important for the security, safety, and integrity of the Website. For example, an essential cookie helps with each page’s structure, improves navigation, and enables you to go back to the previous page. They are categorized under the session cookies. This means that they expire when you close your browser.

**3.2 Analytical or Performance Cookies:** These cookies are used to determine the number of visitors on the Website and the pages they navigate to. With this information, LPS Events Ltd knows where to improve on how the Website works, such as ensuring visitors find whatever they look for on any area of the Website.

### **4. WHAT ARE COOKIES USED FOR?**

LPS Events Ltd and Service providers use cookies for various reasons. Some cookies are used for technical reasons – for the Website operation. These cookies are known as “essential” cookies because they are essential for the website’s operation. Other uses of cookies may include but not limited to:

- Tracking of users’ interest to further enhance the marketing of our services to the right user;
- To improve the Website’s performance by identifying which area works fine and which area do not;
- To measure how effective our marketing emails and other advertising are; and
- To enable us to gather information about how users use the Website.

### **5. WHO SETS COOKIES WHEN YOU ACCESS THE WEBSITE?**

As stated earlier, cookies are set by LPS Events Ltd and Service Providers. This includes:

- Google
- Meta
- Wordpress
- Race Nation

### **6. OTHER TRACKING TECHNOLOGIES**

We may also use other tracking technologies on the Website, such as Google Analytics and Facebook Pixel. These are also tracking tools – provided by third parties – that are also used in business.

**6.1 Google Analytics:** This is a tracking tool provided by Google Inc, which is used to collect information about visitors on the Website and their demographics on certain parts of our services. It is also used to develop

Website content. To learn more about Google Analytics, visit <http://www.google.com/policies/privacy/>. To opt out of Google Analytics, download the Google Analytics Opt-out Add-on.

6.2 Facebook Pixel: This is a tracking tool from Facebook that helps us track conversions from Facebook Ads, optimize ads, target relevant users, and remarket to users who have taken action on the Website.

## 7. BLOCKING COOKIES

7.1 Most browsers allow you to refuse to accept cookies, for example:

(a) On Internet Explorer (version 11), you can block cookies using the cookie handling override settings available by clicking “Tools”, “Internet Options”, “Privacy”, and then “Advanced”;

(b) On Firefox (version 83), you can block all cookies by holding down the control key while you check within the page and select “View Page Info”, select the “Permission” panel, underneath “Set Cookies”, remove the checkmark from “Use Default” and change the setting to “Block”; and

(c) On Chrome (version 82), you can block all cookies by accessing the “Privacy and Security” menu and clicking “Settings”, click “Cookies and other site data”, select the option “Block all cookies (not recommended).”

7.2 Blocking all cookies will harm the usability of many Websites.

7.3 If you block cookies, you may not be able to use all the features on our Website.

## 8. DELETING COOKIES

8.1 You can delete cookies already stored on your computer, for example:

(a) On Internet Explorer (version 11), you must manually delete cookie files (you can find instructions for doing so at <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>);

(b) On Firefox (version 83), you can delete cookies by clicking the menu button and select “Options” and “Preferences”, select the “Privacy & Security” panel and go to the “Cookies” and “Site Data section”, Click “Clear Data”, the “Clear data” button will appear and click “Clear.”

(c) On Chrome (version 82), you can delete all cookies by accessing the “Privacy and Security” menu and clicking “Settings”, click “Cookies and other site data”, then click “Remove all”, and confirm by clicking “Clear all”.

8.2 Deleting cookies may harm the usability of many Websites.

## 9. CONTACT INFORMATION

This Website is owned and operated by LPS Events Ltd

We are registered in United Kingdom, and our registered office is available upon request by emailing [info@lpsevents.co.uk](mailto:info@lpsevents.co.uk)

You can contact us for any complaint or suggestion regarding this Cookies Policy via our Contact Us page or via our email [info@lpsevents.co.uk](mailto:info@lpsevents.co.uk)