

## **COOKIE POLICY**

Cookies are small text files that are placed on your computer by websites that you visit or certain emails you open. They are widely used in order to make websites work, or work more efficiently, as well as to provide business and marketing information to the owners of the site. They contain information about the use of your computer but don't include personal information about you (they don't store your name, for instance).

For more detailed information about cookies visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

This policy explains how cookies are used on Racing Post websites in general - and, below, how you can control the cookies that may be used on this site (not all of them are used on every site).

### *About this Cookie policy*

This Cookie Policy applies to all of our websites and our mobile applications ("the Website").

In this Cookie Policy, when we refer to any of our Websites, we mean any website or mobile application operated by or on behalf of Centurycomm trading as Racing Post or its subsidiaries and affiliates, regardless of how you access the network. This Cookie Policy forms part of and is incorporated into our Website Terms and Conditions.

By accessing the Website, you agree that this Cookie Policy will apply whenever you access the Website on any device.

Any changes to this policy will be posted here. We reserve the right to vary this Cookie Policy from time to time and such changes shall become effective as soon as they are posted. Your continued use of the Website constitutes your agreement to all such changes.

### *Our use of cookies*

We may collect information automatically when you visit the Website, using cookies.

The cookies allow us to identify your computer and find out details about your last visit.

You can choose, below, not to allow cookies. If you do, we can't guarantee that your experience with the Website will be as good as if you do allow cookies.

The information collected by cookies does not personally identify you; it includes general information about your computer settings, your connection to the Internet e.g. operating system and platform, IP address, your browsing patterns and timings of browsing on the Website and your location.

Most internet browsers accept cookies automatically, but you can change the settings of your browser to erase cookies or prevent automatic acceptance if you prefer.

These links explain how you can control cookies via your browser - remember that if you turn off cookies in your browser then these settings apply to all websites not just this one:

- 1 Internet Explorer <http://support.microsoft.com/kb/278835> (this page links to further information for different versions of IE - the mobile version is at <http://www.microsoft.com/windowsphone/en-us/howto/wp7/web/changing-privacy-and-other-browser-settings.aspx>).
- 2 Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647>
- 3 Safari: <http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html> (or <http://support.apple.com/kb/HT1677> for mobile versions)
- 4 Firefox: [http://support.mozilla.org/en-US/kb/ Enabling%20and%20disabling%20cookies](http://support.mozilla.org/en-US/kb/Enabling%20and%20disabling%20cookies)
- 5 Blackberries: [http://docs.blackberry.com/en/smartphone\\_users/deliverables/32004/Turn\\_off\\_cookies\\_in\\_the\\_browser\\_60\\_1072866\\_11.jsp](http://docs.blackberry.com/en/smartphone_users/deliverables/32004/Turn_off_cookies_in_the_browser_60_1072866_11.jsp)
- 6 Android: <http://support.google.com/mobile/bin/answer.py?hl=en&answer=169022>
- 7 Opera: <http://www.opera.com/browser/tutorials/security/privacy/>

1

*Types of cookie that may be used during your visit to the Website:*

The following types of cookie are used on this site. We don't list every single cookie used by name - but for each type of cookie we tell you how you can control its use.

#### 1. Analytics cookies

These monitor how visitors move around the Website and how they reached it. This is used so that we can see total (not individual) figures on which types of content users enjoy most, for instance.

You can opt out of these if you want:

- 1 Omniture: <http://www.omniture.com/en/privacy/207#optout>
- 2 Google: <https://tools.google.com/dlpage/gaoptout>

#### 2. Third-party service cookies

The social sharing services we offer are run by other companies. These companies may drop cookies on your computer when you use them on our site or if you are already logged in to them.

Here is a list of places where you can find out more about specific services that we may use and their use of cookies:

Facebook's data use policy: <http://www.facebook.com/about/privacy/your-info-on-other>

Twitter's privacy policy: <https://twitter.com/privacy>

#### 3. Our own ad serving and management cookies

We sell space on some of our websites to advertisers - they pay for the content that you enjoy for free. As part of this, we use several services to help us and advertisers understand

what adverts you might be interested in. These cookies hold information about the computer - they don't hold personal information about you (ie it's not linked to you as an individual). But they might hold a record of what other websites you've looked at - so we could show you a car advert if you've previously visited a motoring website.

These are the services we use and how you can control those cookies.

- 1 Emediate (Ad-serving Technology): Privacy policy and opt out via <http://www.emediate.com/143/>
- 2 Connextra (Ad-serving Technology): Privacy policy and opt out via [http://connextra.net/privacy\\_policy.htm](http://connextra.net/privacy_policy.htm)
- 3 Doubleclick (Ad-serving Technology): Privacy policy at <http://www.google.com/doubleclick/privacy/> and opt out via <http://www.youronlinechoices.com/uk/>
- 4 Smart Ad-server (Ad-serving Technology): Privacy policy and opt out via <http://smartadserver.com/privacy-policy>

Please note that turning off advertising cookies will not mean that you are not served any advertising but merely that it will not be tailored to your interests.

#### 4. Other ad management cookies

Some advertisements on the Website are provided by other organisations. Our advertising partners will serve advertisements that they believe are most likely to be of interest to you, based on information about your visit to the Website and other websites. In order to do this, our advertising partner may need to place a cookie on your computer. These cookies hold information about the computer - they don't hold personal information about you (ie it's not linked to you as an individual).

- 1 AdJug (Advertising Partner): Privacy policy and opt out via <http://www.adjug.com/info/privacy.asp>
- 2 Specific Media (Advertising Partner): Privacy policy and opt out via <http://www.specifcmedia.co.uk/privacy>
- 3 Criteo UK (Advertising Partner): Privacy policy and opt out via <http://www.criteo.com/us/privacy-policy>
- 4 Xaxis UK (Advertising Partner): Privacy policy and opt out via <http://www.xaxis.com/uk/page/privacy-policy>
- 5 YOC Performance (Mobile Advertising Partner): Privacy policy and opt out via [https://www.yoc-performance.com/company\\_privacy.html](https://www.yoc-performance.com/company_privacy.html)
- 6 AOL Advertising (Advertising Partner) - Privacy policy available at <http://privacy.aol.co.uk> and opt-out at <http://www.youronlinechoices.com/uk/your-ad-choices>

#### Rubicon (Ad-serving Technology)

More information on Rubicon Project and how it helps both website operators and their site users may be obtained here: <http://www.rubiconproject.com/whoweare>

You can control Rubicon Project cookies and opt out of them altogether, if you wish, here: <http://www.rubiconproject.com/privacy/consumer-online-profile-and-opt-out>.

Further information on the use of personal data and use of the Online Behavioural Advertising (OBA) 'AdChoices' icon for online advertising is provided by the Interactive Advertising Bureau (IAB) Europe:

- 1 EU countries: <http://www.youronlinechoices.eu>
- 2 UK: <http://www.youronlinechoices.com/uk>
- 3 UK opt-outs: <http://www.youronlinechoices.com/uk/your-ad-choices>

Site users in the United States should visit:

- 1 NAI (Network Advertising Initiative): [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
- 2 or DAA (Digital Advertising Alliance) About Ads: <http://www.aboutads.info/choices/>

You can also opt out of all advertising-related cookies on the above sites.

Please note that turning off advertising cookies will not mean that you are not served any advertising but merely that it will not be tailored to your interests.

## 5. Site management cookies

These are used to maintain your identity or session on the Website. For instance, where our websites run on more than one server, we use a cookie to ensure that you are sent information by one specific server (otherwise you may log in or out unexpectedly). We may use similar cookies when you vote in opinion polls to ensure that you can only vote once.

These cookies cannot be turned off individually but you could change your browser setting to refuse all cookies (see above) if you do not wish to accept them.