



COOKIES POLICY

<http://www.fourth.com> (our site) is a site operated by the Fourth Limited (we, our, us). We are registered in England and Wales under company number 3887115. Our registered office is 90 Long Acre, Covent Garden, London WC2E 9RA. Our VAT number is 764526707.

Our site uses cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

If you wish to remove cookies placed on your device by our site or stop our site placing further cookies on your device you can do this at any time (learn how to do this below), however doing so is likely to mean that our site will not work as you would expect and certain functionality may be inoperable.

A "cookie" is a piece of information, like a tag, that's stored on your device when you visit a website. Cookies make web surfing easier for the user by saving user preferences while visiting a website. The only personal information a cookie can contain is information supplied by the user. A cookie cannot read data from a user's hard drive or read cookie files created by other websites. The use of cookies is an industry standard that can be found on most major websites.

We use information obtained from cookies to tailor our services better to our users' needs. Many improvements and updates to our site are based on such data.

We reserve the right to modify or amend the use of cookies at any time and for any reason. Any changes will be posted on our site and will take effect as soon as they are posted. By continuing to use our site after any changes are posted you are indicating your acceptance of those changes.

We use the following cookies:

Strictly necessary cookies: These are cookies that are required for the operation of our site. They include, for example, cookies that enable you to log into secure areas of our site and keep items in your shopping basket.

Analytical/performance cookies: These cookies allow us to recognise and count the number of visitors to our site and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily. We use cookies to compile visitor statistics such as how many people have visited our website, how they reached our site, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website.

Functionality cookies: These are used to recognise you when you return to our site. This enables us to personalise our content for you, greet you by name and remember your preferences.

Targeting cookies: These cookies record your visit to our site, the pages you have visited and the links you have followed. This information will be used by us and third parties to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Our site, like most websites, includes functionality provided by third parties. A common example is an embedded video powered by YouTube and Vimeo. Disabling these cookies may mean you cannot access the functions offered by these third parties



Social Website Cookies

So you can easily "Like" or share our content certain social media sites such Facebook and Twitter we have included sharing buttons on our site. These cookies are set by the third party social media sites to which they relate, including:

- Facebook
- Twitter
- Google Plus

The privacy implications vary from social media site to social media site and will be dependent on the privacy settings you have chosen on these sites, please refer to the social media site's privacy and cookies policy for more information.

You can find more information about the cookies we use and the purposes for which we use them in the table below:

Cookie	Function	Category and expiry	More information
__utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update	Click here for more privacy information
__utmt	Used to throttle the request rate for Google Analytics.	10 minutes	Click here for more privacy information
__utmb	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	30 minutes from set/update	Click here for more privacy information
__utmc	Not used in the ga.js Google Analytics library. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.	Session	Click here for more privacy information
__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	6 months from set/update	Click here for more privacy information
__utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update	Click here for more privacy information
visitor_id[id]	The Pardot visitor cookie includes the name "visitor_id" plus the unique identifier for your account, which is derived from the tracking code placed on your site. The value stored is the unique ID for the visitor. For example, cookie name "visitor_id12345" stores the visitor value "123456789," where 12345 is the account identifier and 123456789 represents the visitor ID. This cookie is	10 years from set/update	Click here for more privacy information



	set by our tracking code on visitors and prospects.		
pi_opt_in	The persistent cookie named "pi_opt_in" is what Pardot uses to stay in compliance with the "Do Not Track" initiative .	10 years from set/update	Click here for more privacy information
pardot	This is only set if you're logged into the Pardot app as a user (i.e. prospects will not have this cookie set).	10 years from set/update	Click here for more privacy information

Turning Cookies Off

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Online Tracking

Our website does not treat browsers with a Do Not Track (DNT) signal differently from those without one. Our website may use the tracking cookies listed in this cookies policy to collect personally identifiable information over time and across third-party web-sites or online services even if it receives a DNT signal. In particular, we may use tracking cookies to track your navigation of other websites to provide you targeted advertising and/or targeted advertising emails based upon your navigation history and may share your navigation history with third parties for this purpose.