

Lawton Communications Group

UK Privacy & Cookie Policies

Privacy Policy

When you contact us using our website we may ask for your details including your name, email address & phone number. All this information will be retained by us for the purpose of your enquiry and providing you with relevant information about our news, events and services. We will always look after your information to ensure that it is secure and we will never sell it to anyone else. Under the **Data Protection Act 2018** you can request the personal information we hold about you, or ask to be deleted from our database at any time. If you would like a copy of the information held then please request it using the contact details found on this site. If we have links to other websites from our website, for example our blog posts may offer links to extra resources, then please be aware that we do not have any control over these other websites and are not responsible for them in any way. We may update this policy from time to time so you should regularly check for updates.

LCG GDPR Article 13 & 14 Notice & LCG GDPR Privacy Notice for Recruitment

Cookies Policy

Cookies are files that are placed on your computer's hard drive as you browse websites. These cookies allow us to track the traffic to, and usage of, our website to help tailor our content to better suit your needs. The cookies we use never collect any information which makes you personally identifiable and we have no access to your computer or browser. The cookies we use are:

- **Google Analytics:** allows us to see user website activities including data such as page views, traffic source, time spent on site along with website interactions such as downloads. This information is displayed as numbers and is no way personally identifiable so your behaviour on a website won't ever be tracked back to you as an individual person. This allows us to better tailor our website content to your needs and also serve tailored ads to you on other websites. This ad targeting can include targeting such as affinity audiences, in market segments, similar audiences, demographic & location targeting.
- **Google AdWords:** allows us to see which keywords, web pages and ad text helped lead to conversions such as contact form submissions or whitepaper downloads. This allows us to ensure our paid ad spend is used in the most efficient way.
- **DoubleClick:** allows us to use Remarketing code to log when users view specific web pages, or fit specific criteria, so we can serve tailored advertising on other websites. This information could include interests, affinity audiences, in market segments, demographics, similar audiences, device usage, user location & your use of our website.
- **Social Sharing Cookies:** when you share content from our website on social networks such as Twitter, Facebook, LinkedIn and others. These social sharing providers may use cookies to allow the usage of the sharing buttons. This process is handled directly by these providers.

- **Email Cookies:** when you receive an email sent by us we may use cookies to track when emails are opened and which content was the most engaging. This allows us to better tailor our email marketing so it can be useful to you.

More information regarding Google's privacy and cookie policies can be found on their **Cookies Policy page**. We will not store any cookies that are not essential to the functionality of the site including any third-party cookies such as those listed above unless you give us consent to do so.

How to opt-out of cookies

You can opt out of Google's and DoubleClick's use of cookies by visiting **Google's Ads Settings page**. To help you opt out of other third-party vendor's use of cookies, visit the **Network Advertising Initiative opt-out page**.

Contact

If you are at all concerned about our processing of your data please let us know by contacting our Data Protection Officer (DPO) at dpo@lawtoncommmsgroup.com. You may also complain about it to the Office of the Information Commissioner (ICO) at ico.org.uk/make-a-complaint.

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A printable PDF copy of this policy can be found [here](#).