OXFORD VIRTUAL CLINIC COOKIE POLICY

1.   INFORMATION ABOUT OUR USE OF COOKIES

The Oxford Virtual Clinic Platform (the Platform) uses cookies to distinguish you from other users of the Platform. This helps us to provide you with a good experience when you browse the Platform and also allows us to improve the Platform. By continuing to browse the Platform, you are agreeing to our use of cookies. Please be aware that restricting cookies may impact on your user experience and may prevent you from using parts of the Platform.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Platform. They include, for example, cookies that enable you to log into secure areas of the Platform, use a shopping cart or make use of e-billing services.

- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around the Platform when they are using it. This helps us to improve the way the Platform works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies.** These are used to recognise you when you return to the Platform. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to the Platform, the pages you have visited and the links you have followed. We will use this information to make the Platform and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

Cookie Type	Cookie Name	Purpose	More information
Analytical/ performance cookies	Google Analytics	This cookie enables us to: (a) Estimate our audience size and usage pattern. (b) Understand how visitors navigate to and through the Platform. (c) Track the effectiveness of digital marketing campaigns. (d) Recognise you when you return to our Platform.	You can find out more about Google Analytics here.
Targeting Cookies	Google Adwords Conversion Tracking	This cookie enables us to help us deliver targeted online adverts based on past visits to the Platform.	These cookies expire within 30 days and do not contain information that can identify you personally. Please refer to the Google Advertising Privacy Notice and Google Privacy Policy for more information.
Targeting Cookies	Google Adwords Remarketing	This cookie enables us to help us deliver targeted online adverts based on past visits to the Platform.	Please refer to the Google Advertising Privacy Notice for more information about the ability to opt out and Google Privacy Policy.
Targeting Cookies	Google Tag manager	This cookie enables us to help us understand visitor information and source.	You can find out more about Google Tags manager
Targeting Cookies	Facebook Advertising	This cookie enables us to help us deliver targeted online adverts based on visits to the Platform.	Please refer to the Facebook cookie policy for more information

2.   MANAGING COOKIES

The most popular web browsers all allow you to manage cookies. You can choose to accept or reject all cookies, or just specific types of cookies.

2.1   How to manage cookies in different web browsers

Most browsers will allow you to turn off cookies. Please note that turning off cookies will restrict your use of the Platform.

The following links provide information on how to modify the cookies settings on some popular browsers:

• Google Chrome

• Microsoft Edge

• Mozilla Firefox

• Microsoft Internet Explorer

• Opera

• Apple Safari

Please note that we do not currently respond to Do Not Track (DNT) signals.

We strongly recommend that you leave Cookies active, because they enable you to take advantage the most attractive features of the Platform, but this remains your personal choice.

You can also visit the About Cookies, for more information about cookies and how to manage them.

3.   THIRD PARTY COOKIES

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

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 the Platform.

If you would like more information about these third-party cookies, it is available from to youronlinechoices.com/UK/.

Note that when third parties are collecting information about you, these third parties are acting as controllers in their own right (ie. they are not acting on our behalf).

4.   CHANGES TO THIS COOKIE POLICY

We will review, and where necessary update, this policy. If we have your e-mail address, we may also e-mail you with information on those changes. If we need to, we will also ask you to confirm that you are happy with those changes.