Cookie Policy

This is the Cookie Policy for Churches Fire Security Ltd, accessible from https://www.churchesfire.com/

What Are Cookies?

As is common practice with almost all professional websites, this site uses Cookies which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it and why we sometimes need to store these Cookies. We will also share how you can prevent these Cookies from being stored however this may downgrade or 'break' certain elements of the sites functionality.

How Churches Fire & Security Use Cookies

We use Cookies for a variety of reasons detailed below. Unfortunately in most cases there are no industry standard options for disabling Cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all Cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

Disabling Cookies

You can prevent the setting of Cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling Cookies will affect the functionality of this and many other websites that you visit. Disabling Cookies will usually result in also disabling certain functionality and features of this site. Therefore it is recommended that you do not disable Cookies.

The Cookies We Set

- Email newsletters related Cookies:

  This site offers newsletter or email subscription services and Cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

- Forms related Cookies:

  When you submit data through a form such as those found on contact pages or comment forms Cookies may be set to remember your user details for future correspondence.

Third-Party Cookies

In some special cases we also use Cookies provided by trusted third-parties. The following section details which third-party Cookies you might encounter through this site.

- This site uses Google Analytics which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These Cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

  For more information on Google Analytics Cookies, see the official Google Analytics page.

- From time to time we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features these Cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.

- The Google AdWords service we use to serve advertising uses a DoubleClick Cookie to serve more relevant ads across the web and limit the number of times that a given ad is shown to you.

  For more information on Google AdWords see the official Google AdWords privacy FAQ.

- We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, Twitter, LinkedIn and YouTube will set Cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

- This site uses ResponseTap to better understand where phone calls to our business come from. The following Cookies are always set when a visitor has JavaScript and Cookies enabled (unless otherwise stated):
  - **adiV** - Contains a visitor id for a website visitor, which is used by ResponseTap to track a visitor over time. This Cookie has an expiry set on a 1 year rolling basis, renewed by each subsequent page view on the website. This Cookie allows ResponseTap to link multiple visits made over time by a visitor from the same browser, unless the Cookie is deleted.
  - **adiVi** - Is a session Cookie which contains a visit session id. This Cookie is used by ResponseTap to track a visitor's browsing session, and it expires around 30 minutes after the visitor leaves the website. This allows ResponseTap to link all the visitors' page views to their current browsing session.

- o **adiLP** - Contains a timestamp for the last time a ResponseTap server was contacted, in order to reserve a call tracking number for an active website visitor. It expires around 30 minutes after the visitor leaves the website.
- o **adiS** - Contains a server session ID used by ResponseTap systems to ensure incoming requests are assigned to an appropriate internal server for processing. It expires around 30 minutes after the visitor leaves the website.
- o **JSESSIONID DEPRECATED** - Occasionally set by the ResponseTap server responsible for serving telephone numbers and contains the same value as the adiS Cookie. This Cookie is no longer used by the application as it has been replaced by the adiS Cookie but is still occasionally set where it doesn't currently exist. This will be removed completely in a future update. As with the adiS Cookie it expires around 30 minutes after the visitor leaves the website.
- o **adiErr** - This is only set when a client does not have JavaScript or Cookies enabled, or when ResponseTap tracking code has been incorrectly installed or formatted, or when there is a server side error. This Cookie has an expiry of 30 minutes from when it is set and prevents number replacement and tracking while it exists.
- o **adiBas** - Only set for customers using rtap-session - a specific configuration of ResponseTap to limit which visitors are tracked and when tracking numbers are displayed based on the source they were referred from. This contains the 'approved tracking source' of the client and lasts for a configurable amount of time between 1 and 336 hours (14 days) from the time the visitor clicks through from an 'approved tracking source'.

For more information on ResponseTap, see the official ResponseTap web page.

- This site uses Lead Forensics software to better understand the identities of our anonymous website traffic, to turn them into actionable leads within a B2B environment. Lead Forensics uses session Cookies/essential Cookies that do not require consent under GPDR. These Cookies are placed on your browser to ensure that Lead Forensics delivers information and services securely and functionally. The following types of Cookies are used:
  - o **Session** – A session Cookie exists only when you are reading or navigating the website. Upon closing the web browser, these Cookies are removed.
  - o **Persistent** – A persistent Cookie exists on your computer until a future date, for instance, the Cookie expiry date could set as 1 year and each time a website is accessed over this period, the Lead Forensics website will access this Cookie.
  - o **Third Party** – These are implemented by third party websites with the aim of collecting certain information to carry out various research into behavioural, demographic and other analytical information, which is used to deliver the best possible user experience.

For more information on Lead Forensics, see the official Lead Forensics web page.

More Information

This information should clarify how Churches Fire & Security use Cookies. It's usually safer to leave Cookies enabled in case they do interact with one of the features we use on our site.

If you require more information please see: https://www.cookielaw.org/the-cookie-law/