



## Cookies Policy

How we gather, use and disseminate information for the KBM Group (KBM). This policy applies to the following domains: <https://www.kbmgroup.co.uk/>

### Personal data

All personal data is collected and stored in line with the General Data Protection Regulation.

We collect the following data:

- your Internet Protocol (IP) address, and details of which version of web browser you used
- information on how you use the site, using cookies and web access logs

We use this data to:

- improve the site by monitoring how you use it
- gather feedback to improve our services

We only use personal information that you provide to us for the purpose stated at the time we request it. We do not disclose this information to a third party unless you authorise it or as otherwise permitted by the General Data Protection Regulation.

We retain data for 38 months in Google Analytics before it is deleted.

### Web access logs

We may use data in web access logs if there is a security breach and we could use them to trace the breach.

We do not give or sell any information gathered from web access logs to any third party.

### Cookies

We may put small files (known as ‘cookies’) onto your computer to collect information about how you browse the site.

You may stop or restrict the placement of cookies on your computer by adjusting your web browser preferences. This may interfere with some of the functionality of the site.

We use cookies to:

- provide essential functionality like making sure you stay logged in
- measure how you use the website so it can be updated and improved based on your needs
- help us understand the performance of our marketing activity and improve the relevance of the adverts you see

This data is used by us.



## Cookies Policy

### Cookies we use

These are the cookies we use with links to the relevant cookie policy:

- Adobe
- Facebook
- Flickr
- GeckoForm and GeckoChat
- Google Analytics
- Google Advertising
- LinkedIn
- Mailchimp
- Microsoft Forms
- MiQ
- Quantcast
- SnapChat
- Unibuddy
- Vimeo

### Advertising and remarketing

Some third party cookies are used to help us understand the performance of our marketing activity and improve the relevance of the adverts you see. We also use these to show our adverts on other websites based on your visits to <https://www.kbmgroup.co.uk/>.

You can opt out of these third party remarketing cookies on the following pages:

- change your Google Analytics ad settings
- opt out of Google Analytics
- opt out of LinkedIn advertising
- change your Facebook settings
- change your SnapChat preferences

### Email and online forms

We collect the following information:

- physical contact information
- online contact information
- demographic data
- preference data

We will use this data for:

- completion and support of the current activity
- contacting visitors for marketing of services or products

In all cases, we will only use this information for the stated purpose.



## Cookies Policy

Pages with forms should include a statement on how we will process data submitted to them.

We collect this data so that we can send you news and information which is relevant to your needs and interests.

### Opting out

If you have any questions about this statement or concerns about your data, contact us at [info@kbmgroup.co.uk](mailto:info@kbmgroup.co.uk)

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