

Cookie Policy

GBS website gowerbiz.co.uk is operated by Gower Business Systems Ltd (“GBS”).

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device, for example, computer or mobile phone. These include small text files known as cookies. They cannot be used to identify you personally, cannot carry viruses, or install malware

What is a cookie?

A cookie is a piece of data sent to your device from a website. This means the website can recognise your device if you return to the same website. Cookies do not contain any personal information about you and cannot be used to identify an individual user. A cookie often includes a unique identifier, which is an anonymous number (randomly generated) and is stored on your device. Some expire at the end of your website session; others remain on your computer for longer. These pieces of information are used to improve services for you through, for example:

Enabling a service to recognise your device so you don't have to give the same information several times during one task, e.g. filling out a web form or a web survey. Recognising that you may already have given a username and password so you don't need to do it for every web page. Measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast. Analysing anonymised data to help us understand how people interact with the different aspects of our online services so we can make them better.

Cookies used on this website

WordPress	w3tc_referrer	Used to gain information about whether the site user has cookies enabled browser and it stores username and encrypted tokens for the website log in. This information is then stored and used to enable the session to be kept open for the user
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.
Javascript	cookiecookiecheck	This cookie collects information about what user agent/browser is accessing the website and from where. It does this in order to tell the plugin which stylesheets and JavaScript files to render

How to control and delete cookies

We will not use cookies to collect personally identifiable information about you.

However, if you wish to restrict or block the cookies which are set by our website, or indeed any other website, you can do this through your browser settings. The 'Help' function within your browser should tell you how.