



## Guidance for Lead Forensics Cookie Placement

The Lead Forensics cookie, is a small text file that is stored on the browser or hard drive of a computer or mobile device when someone visits your website.

Cookies are widely used to make websites more efficient for users and to provide insight to the website operator.

The Lead Forensics cookie structure and operation is standard, and has the purpose of:

- 1) Providing you, the website operator with more granular insight with regard to how your website visitors use and navigate around your website
- 2) Providing you, the website operator with richer data from your purchase of the Lead Forensics software

When using any sort of cookie on a website, the business operating the website must allow visitors to the website, the option of accepting or declining the use of cookies. They must also inform the website visitor what cookies are being used and why. This is usually carried out in the form of a banner or small pop up box at the point of entry to the website, informing the website visitor that cookies are being used, offering an accept or decline option and providing a link to read more about the cookies used on a separate section of the website.

Cookies are commonplace and most websites use at least one cookie already. It is therefore anticipated that most organisations will already have a cookie policy available on their website, as well as the option to accept or decline cookies.

If further guidance is required with regard to cookies, the guidelines around the use of cookies and how to write a cookie policy, please visit the ICO website for further information - <https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/>

Upon using Lead Forensics, the below wording should be added to the website cookie policy, to inform visitors to the website of the Lead Forensics cookie, and how it is used:

**In table format:**

Cookie	Method of Acceptance	Purpose	Type	Expiry
_lfuuid	Consent Banner	The _lfuuid cookie allows a website to track visitor behavior on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form.	Third Party	Persistent 10 years

**In text only format:**

We use a third party cookie, called \_lfuuid. The cookie is accepted or declined by selecting the relevant option in the consent banner that will appear upon your first visit to our website. The cookie allows a website to track visitor behavior on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form. The cookie is persistent for 10 years before it expires.

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### Version Control:

V003

Approved by Data Compliance Team.

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