

Fresh Start UK Debt Management Limited

Cookies Policy

Revision History / Document Control

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1 COOKIES

Our website at www.freshstartltd.com uses cookies as part of the web analytics tools we use. We use these tools to continuously improve our website and enhance the user experience.

2 WHAT IS A COOKIE?

A cookie is a small text file that is downloaded onto a device (e.g. PC, laptop or smartphone) when the user accesses a website. It allows the website to recognise that user's device and store some information about the user's preferences or past actions.

A cookie is a text file, not a program file. This means that cookies themselves cannot run anything on your computer. Cookies cannot collect information, spread viruses, or in any other way do harm to your computer. The content of the cookies is read and written by the web pages you visit.

3 COOKIES USED ON FRESHSTARTLTD.COM

The cookies we use on freshstartltd.com for web analytics help us analyse the usage of the website which allows us to improve the website and make our services more user-friendly.

The analytics cookies we use on freshstartltd.com are:

- utma stores the number of visits (for each visitor), the time of the first visit, the previous visit, and the current visit.
- utmb and utmc are used to check approximately how fast people leave: when a visit starts, and approximately ends (c expires quickly). If you look at cookie state changes (e.g. using firecookie), you will see these change regularly.
- utmz records whether the visitor came from a search engine (and if so, the search keyword used), a link, or from no previous page (e.g. a bookmark).
- utmv is used for user-custom variables in Analytics.
- utmx is used by Website Optimizer, when it is being used.

4 WHAT HAPPENS IF I DON'T ACCEPT YOUR COOKIES?

If you do not accept our cookies, no web analytics cookies will be saved to your computer or mobile device. The functionality cookies will still be saved as the website will not work correctly without these. If you want to avoid all cookies from our website, this can be set from your browser settings. If you choose this solution, there might be parts of the website that won't work.

We hope you will choose to accept cookies, as this will help us improve the website and how you experience it.

5 HOW DO I REMOVE COOKIES?

When you have accepted cookies from a website you can always remove them again. This is done in your browsers privacy settings.

6 WHY HAS FRESH START INFORMED YOU ABOUT COOKIES?

The [Privacy and Electronic Communications \(EC Directive\) Regulations 2003](#) cover the use of cookies and similar technologies for storing information, and accessing information stored, on a user's equipment such as their computer or mobile.

END
