

COOKIE POLICY

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Our Cookies Policy

We use cookies to make our websites more user-friendly. This Policy has been designed to give you confidence, and provide you with an understanding of how Zircon and BeTalent (also referred to throughout this policy as 'ZBeT', 'we', 'us', or 'our') use different types of cookies on our websites, as part of the services we provide, and how you can control them. The data we collect using cookies helps us understand our customers better so that we can provide a more focused user experience. Using the knowledge of your previous visits to our website, we can enhance subsequent visits by tailoring our content to match your requirements.

Protecting our customers is at the heart of everything we do at ZBeT, and protecting your information is no exception. Personal information collected through the use of cookies for any purpose other than where strictly necessary and for the performance of the website, is obtained via your consent, by us being fully transparent about the cookies on our websites, and providing you the opportunity to opt out of any personal data processing where applicable. We use cookies principally because we want to make our websites and mobile applications user-friendly, and to help make your visits more effective.

Generally, our cookies don't store sensitive or personally identifiable information such as your name and address or credit card details. In the unlikely event that our websites use cookies to store personal information about you, ZBeT encrypts the personal data to prevent unauthorised use by anyone else.

By continuing to browse our websites you are consenting to our use of cookies and other tracking technology in accordance with this notice. If you do not agree to our use of cookies and other tracking technology in this way, you should set your browser settings accordingly or not use our websites. If you disable cookies that we use, this may impact your user experience while on our websites. This cookie notice applies to the Website, any website or branded pages on third party platforms (e.g., YouTube and Facebook) and applications accessed or used through such websites or platforms which are operated by or on behalf of ZBeT. When we mention "cookies", we also mean web beacons and other technologies that collect information in a similar way to cookies on websites or emails. When we mention "websites", we also mean mobile applications and emails.

When using a mobile device to connect to the internet, you should also refer to the privacy notice of the specific App you are using to understand its specific data collection practices.

1. What are cookies?

Cookies are small text files which contain a small amount of information that is downloaded to your computer or mobile device (such as a smartphone or tablet) when you visit a website. Cookies contain minimal amounts of information that is mainly used to assist and support the efficiency of the websites. When you visit the website again, or visit another website which recognises that cookie, your device is able to communicate with the website and the website can read the information held in that cookie. They are widely used in order to make websites work, or work more efficiently, as

well as to provide information to the owners of the site.

We use Cookies to help you efficiently browse our websites and to save you time by not having to re-enter your details each time you visit. Websites can read and write small cookie files for example to allow them to recognise you, if you were to re-visit the website again, with the aim to provide a smoother customer journey. Cookies allow us to provide you with information and show you content relevant to you. We also use Cookies to analyse how our customers interact with our websites so we can improve the customer journey.

A cookie will usually contain the name of the website from which the cookie has come from, the "lifetime" of the cookie (i.e., how long the cookie will remain on your device), and a value, which is usually a randomly generated unique number.

2. Purpose of cookies

We and our third-party service providers may use the information we get about you, through the use of cookies, for the following purposes:

- To recognise your device(s) when you visit our website.
- To remember if you have set any preferences on our website.
- To test new content and assess its performance.
- To improve our website's usability.
- For functionality, necessity and performance of websites.
- To temporarily store data, for example this may be used as part of customer surveys.
- To remember if you have been informed of our Cookies Policy, Privacy Notice and other terms.
- To track you as you go through our website (we do this to track page usage, and see what paths have been used by visitors on our website; we may also track the use of our internet banner advertisements and other links from our and/or our marketing partners' websites).
- To allow you to share pages with social networks such as LinkedIn, Facebook and Twitter, and to support social media components, like LinkedIn, Facebook or Twitter (only where our website uses a plugin from these third-party platforms).
- To make sure you do not miss information that is relevant to you (we may target information to our users, such as website content, marketing campaigns, direct marketing emails, and internet banner advertisements on our website and other websites).
- To analyse use of our website (we do this for statistical analysis and, sales and marketing research).

We may also combine web usage data with other information we have collected about you, and we may store this information so we can have a better and more specific understanding of the way individuals are using our website, and their preferences and interests. The data is stored for a limited time period and only for us long as necessary to fulfil its purpose.

3. Types of cookies

We use four categories of cookie on our websites, based upon the International Chamber of Commerce UK Cookie Guide:

- [Strictly Necessary](#)
- [Performance](#)
- [Functionality](#)
- [Targeting](#)

Some of these are "session cookies", which stay in place only for the duration of your visit to our website and are deleted at the end of your browsing session. Others are "persistent cookies", which remain on your device for a period of time after you have left the Website. Cookies may also be placed by our approved business partners, which are known as "third party cookies".

TYPE	EXPLANATION
Strictly Necessary	<p>Strictly necessary cookies are required for the operation of our websites.</p> <p>These cookies are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website.</p> <p>Without Strictly Necessary Cookies our websites and back-end services would not work. If you remove or disable these Cookies, we cannot guarantee that you will be able to use our websites.</p> <p>Our use of Strictly Necessary Cookies includes:</p> <ul style="list-style-type: none"> • identifying you as logged in to the secure parts of our website for the duration of your visit. • remembering information you have previously entered to complete a form (e.g., retrieval of a quote) as you proceed through a journey on our website. Your information is stored on our secure servers and the cookie contains only a unique reference number which links you to your stored information when you log into the Website. <p>We do not use Strictly Necessary Cookies to:</p> <ul style="list-style-type: none"> • collect information about you for marketing purposes; or • track your internet activity on other websites.

	<p>Some examples of Strictly Necessary Cookies used on our websites are:</p> <table border="1"> <thead> <tr> <th>Name of cookie</th> <th>Function</th> </tr> </thead> <tbody> <tr> <td>ASP.NET_SessionId</td> <td>Session identification</td> </tr> <tr> <td>Betalent_sessionid</td> <td>Session identification</td> </tr> </tbody> </table>	Name of cookie	Function	ASP.NET_SessionId	Session identification	Betalent_sessionid	Session identification
Name of cookie	Function						
ASP.NET_SessionId	Session identification						
Betalent_sessionid	Session identification						
<p>Performance Cookies</p>	<p>Performance Cookies collect information about how visitors use our websites. They allow us to recognise and count the number of visitors and to see how visitors move around our websites.</p> <p>Performance Cookies help us to improve the way our websites work (e.g., by ensuring that users are finding what they are looking for easily) and to recognise when error messages are being received. Performance Cookies don't collect any information that could identify you.</p> <p>The information collected by these Cookies is either anonymous or pseudonymised. Our use of Performance Cookies includes:</p> <ul style="list-style-type: none"> • analysing how visitors use our website. • recording any errors that occur. • testing different designs of our website; and • measuring the effectiveness of our advertising. <p>We do not use Performance Cookies to collect personal information.</p> <p>Some Performance Cookies are managed for us by third parties, for the purposes listed above. For more information see Key Third Party Providers.</p> <p>You can stop Performance Cookies by setting your web browser to reject/block some or all Cookies. You may be able to block specific Performance Cookies provided by third parties by using the tools or preferences on that third party's website (see Further Information Key Third Party Providers).</p> <p>Some examples of Performance Cookies used on our websites are:</p> <table border="1"> <thead> <tr> <th>Name of cookie</th> <th>Function</th> </tr> </thead> <tbody> <tr> <td>s_vi</td> <td>Digital Analytics</td> </tr> <tr> <td>Mbox</td> <td>Optimisation and Testing</td> </tr> </tbody> </table>	Name of cookie	Function	s_vi	Digital Analytics	Mbox	Optimisation and Testing
Name of cookie	Function						
s_vi	Digital Analytics						
Mbox	Optimisation and Testing						

	S_fid	Customer Interactions Analytics						
<p>Functionality cookies</p>	<p>Functionality Cookies are used to provide services (such as videos) or to remember choices you make so we can personalise our content for you (for example, by remembering your username, choice of language or region).</p> <p>Our use of Functionality Cookies includes:</p> <ul style="list-style-type: none"> remembering preferences you have chosen to customise your experience of our website; or providing live chat functionality to you across our websites. <p>We do not use Functionality Cookies to target you with adverts on other websites.</p> <p>You can block these cookies using your browser settings, but this may mean that we cannot offer you certain services and may prevent us from remembering that you have chosen not to receive a certain service.</p> <p>Some examples of Functionality Cookies used on our websites are:</p> <table border="1" data-bbox="528 1032 1382 1193"> <thead> <tr> <th data-bbox="528 1032 759 1070">Name of cookie</th> <th data-bbox="759 1032 1382 1070">Function</th> </tr> </thead> <tbody> <tr> <td data-bbox="528 1070 759 1155">cookie_decision</td> <td data-bbox="759 1070 1382 1155">Remembers whether cookie banner message should be displayed</td> </tr> <tr> <td data-bbox="528 1155 759 1193">LivePersonID</td> <td data-bbox="759 1155 1382 1193">Live Chat</td> </tr> </tbody> </table>		Name of cookie	Function	cookie_decision	Remembers whether cookie banner message should be displayed	LivePersonID	Live Chat
Name of cookie	Function							
cookie_decision	Remembers whether cookie banner message should be displayed							
LivePersonID	Live Chat							
<p>Targeting Cookies</p>	<p>Targeting Cookies record your visit to our websites, including the web pages you have visited and the links you have followed. We use this information to make our websites and our advertising relevant to your interests and provide this information to third parties.</p> <p>This information may be used to trigger direct communications with you, for example, to send you automated emails tailored to your interests, unless you have opted out of receiving marketing materials from us.</p> <p>We may also use information from Targeting Cookies to trigger service support communications.</p> <p>Targeting Cookies may also be placed by our approved business partners. Targeting Cookies are generally linked to services provided by those third parties e.g., "like" buttons.</p>							

You can control whether or not Targeting Cookies are used, however, if you block them, we may not be able to offer you certain functionality.

Our use of Targeting Cookies includes:

- delivering content and marketing communications tailored to your interests based on information from your visit to our websites
- providing advertising agencies with information about your visit so that they can show you relevant adverts online; and
- providing social networks such as Twitter or Facebook with information about your visit to our websites.

Some examples of Targeting Cookies used on our websites are:

Name of cookie	Function
IDE	Retargeting
Datr	Retargeting

4. Managing cookies

You can block any cookies from any website by activating the setting on your browser that allows you to refuse the setting of some or all cookies. However, if you block all cookies (including Strictly Necessary cookies) you may not be able to access all or part of our websites. You can also use your browser settings to delete cookies. For more information about how to disable cookies in your browser please visit www.allaboutcookies.org.

If you share the use of a computer, accepting or rejecting the use of cookies may affect all users of that computer.

Where a cookie is provided by a third party, you may be able to use that third party's own tools to block that cookie.

5. Other cookies

5.1. Cookies within mobile applications

We only use Strictly Necessary Cookies on our mobile applications. These Cookies are critical to the functionality of our applications, so if you block or delete these Cookies you may not be able to use the application. These Cookies are not shared with any other application on your mobile device. We never use the Cookies from the mobile application to store personal information about you.

5.2. Flash cookies

Flash Cookies make it quicker and easier for you to access websites on subsequent visits that

use Flash technology. Deleting them means you may have to re-enter information each time you visit the same site.

Deleting Cookies in your browser will not delete Flash Cookies. You can delete Flash Cookies by going to the Settings Manager for your Adobe Flash Player. You will be taken to the Adobe website, which lists the websites with the cookies in your browser. Just click “Delete” opposite the relevant website.

6. Pixel Tags

Pages of our Websites and our e-mails may contain pixel tags (also referred to as web beacons, web bugs, tracking pixels, java tags and clear gifs) that allow us and our advertisers or service providers to:

- Collect statistics on our websites and emails (e.g., number of users who have visited a page or opened an email).
- Collect information about how you interact with our emails (e.g., whether you opened them or followed links).
- Personalise online services and marketing communications.
- Match ads to users.

7. Third party providers

7.1. Adobe Analytics

We use Adobe’s analytics and on-site personalisation services to measure your use of the website. This may include information such as the link you followed to reach one of our web pages, your IP address, how you interact with our adverts.

For more information, including details of how to block these cookies specifically, please see <http://www.adobe.com/privacy/analytics.html>

7.2. DoubleClick Cookies

Provided by our online advertising supplier, these cookies are used to serve our internet advertisements on other sites. Some of our web pages may contain electronic images that help us see how users interact on these pages. They may also provide DoubleClick with information about the interaction.

For more information please see <https://support.google.com/adsense/answer/2839090?hl=en>

7.3. Google Analytics

Our websites may use Google Analytics, which is a web analytics service provided by Google. For more information, including details of how to block these cookies specifically, please see: <https://support.google.com/analytics/answer/181881?hl=en>

8. Further information

More information about cookies and managing your browser settings can be found at <http://www.allaboutcookies.org>

The International Chamber of Commerce's Guide to Cookies is available at https://www.cookielaw.org/media/1096/icc_uk_cookiesguide_revnov.pdf

If you share the use of a computer, accepting or rejecting the use of cookies will affect all users of that computer.

Should you have any queries regarding this Cookie Policy, or our privacy practices, please contact us as at hello@betalent.com.

9. Document history

9.1. Revision history

This document is subject to Change Control and as such any amendments must be carried out through the Document Change Management process and all Approvers must agree to the amendments. This document will update as and when required, and in any case, on an annual basis

Date of this revision 01/08/2022 Date of next review 01/08/2023

Version Number	Revision Date	Change History	Changes Marked	Updated By
V1.8.21	02/08/2021	Updated formatting, update distribution list to include assess platform and version number	n/a	Sarah Linton
V1.8.22	01/08/2022	Amended version number. Re-formatted. Content amended to reflect best industry practices.	yes	Sarah Linton, Talal Malik

9.2. Reviewers

This document requires to be reviewed by the following reviewers.

Name	Title	Review date
Sarah Linton, Stu Scott Davies, Rhys Connolly	COO, IT Director, Strategic Client Partner	02/08/2021
Sarah Linton, Stu Scott Davies	COO, IT Director	15/08/2022

9.3. Approvers

This document requires the following approvals.

Name	Title	Approved date
Sarah Linton, Stu Scott Davies, Rhys Connolly	COO, IT Director, Strategic Client Partner	02/08/2021
Sarah Linton, Stu Scott Davies	COO, IT Director	15/08/2022

9.4. Distribution list

Once complete, this document will be distributed to:

All interested parties.