

## COOKIE POLICY

### INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We may update our Cookie Policy from time to time to reflect any changes in technology or legislation which may affect the way in which cookies are used by us and how you as a user, can manage them.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. If you wish to opt-out of targeting please visit: [www.youronlinechoices.com/ie/your-ad-choices](http://www.youronlinechoices.com/ie/your-ad-choices)

You can choose whether to accept cookies via your browser's settings (often found in your browser's Tools or Preferences menu). You may also delete cookies from your device at any time. However, please be aware that if you do not accept cookies, you may not be able to fully experience some of our web sites' features.

Most browsers allow you to turn off cookies or to customise your settings for cookies. For more information please see the links below in relation to cookie settings for the most popular browsers.

- Google Chrome
- Edge
- Internet Explorer
- Firefox
- Safari

For more information about cookies please go to <https://www.aboutcookies.org.uk/managing-cookies>

Alpha Healthcare Ltd also uses Google Analytics. Google Analytics uses 'cookies', which are text files placed on your computer, to help the web team analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. More information about how Alpha uses Google analytics can be found here: [www.google.com/analytics/terms/us.html](http://www.google.com/analytics/terms/us.html)

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

#### **USE AND SHARING**

Alpha will use the information we collect to enhance your use of the website or to inform you of news, services, products, and promotions by us. Email addresses will not be sold, rented, or leased to third parties.

#### **VISITOR OPTIONS**

If you have subscribed to one of our services, you may unsubscribe by following the instructions which are included in any email that you receive from Alpha.