

Version: 1.0

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1. What are cookies?

A cookie is a small file which asks for permission to be placed on your computer's hard drive. The file is added once you give permission. The cookie can be used by web servers to identify and track users as they navigate different pages on a website and identify users returning to a website either on a computer, mobile phone or any other relevant device.

Cookies allow web browsers to respond to you like an individual. This allows websites to tailor their operations to your needs, likes and dislikes by gathering and remembering information about your preferences. It also helps me to improve this website and deliver a better, more personalised service.

Cookies do not typically contain any information that personally identifies a user, but personal information that I store about you may be linked to the information stored in and obtained from cookies.

If you want to learn more you can visit: www.allaboutcookies.org

2. What information do cookies collect?

Cookies collect information about your browser and browsing session, such as technical information and information about your visit:

- Examples of technical information may include the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- Examples of information about your visit may include the full Uniform Resource Locators (URL) clickstream to, through and from this website (including date and time); page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

3. Types of cookies?

There are two types of cookie and this website uses both.

Persistent cookies (permanent or stored)

These cookies are stored on your hard drive until they expire (at a set expiration date) or until you delete them. These cookies are used to collect identifying information about the user, such as web surfing behaviour or user preferences for a specific site.

Session cookies (transient)

These cookies are erased when you close your browser, and do not collect information from your computer. They typically store information in the form of a session identification that does not personally identify the user.

4. Managing cookies

You can choose to accept or decline cookies. Please note though that turning cookies off may result in a loss of functionality when using this website.

Most web browsers which may include Google Chrome, Microsoft Edge, Mozilla Firefox, Opera, Apple Safari, will either ask you to accept the use of cookies or may automatically accept cookies by default.

However, you can usually modify your browser setting to decline cookies if you prefer. See below for more information on how to manage cookies on the most popular browsers.

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Opera](#)
- [Apple Safari](#)

5. Categories of cookies that may be used on this website

	Category	Purpose
A	Strictly necessary cookies	These cookies are essential for the user to move around the website and to use its features. Some examples include making a payment or booking a call.
B	Performance cookies	These cookies collect information about how the user makes use of the site. For example, which pages the user visits the most. These cookies do not collect information that identifies the user.
C	Functional cookies	These cookies remember choices made by the user and enhance the features. For example, this could be the preferred language of the user or the user's location. This category of cookie may also be used to remember a user's preferences for a font size or customisable parts of a web page.
D	Targeting and advertising cookies	These cookies collect information about the users' browsing habits. This may also include your social media sites such as Facebook, for example, or how you interact with this website which then shows you relevant content elsewhere on the internet.

6. Third party cookies

Google Analytics Cookies

This website uses Google Analytics. It is one of the most widespread and trusted analytics solutions on the internet and is used to understand website visitor use and behaviour. I use it to assess overall trends and statistics to interpret how well this website is performing. Your identity is anonymised and this information is not shared with any other third party.

Some of the things that these cookies are likely to track include:

- How long you spend on the website and the pages that you visit
- How often you return to the website
- Which videos or articles get the most views and readership

You are able to opt-out of Google Analytics cookies by using Google's [opt-out tool](#). You can also learn more about Google Analytics here in this [overview](#).

Please contact me at hello@thestartup-ally.com if you require further information about some of the other third-party cookies that this website uses.

7. Links to other websites

This website may contain links to websites run by other organisations. As stated in my [Privacy Statement](#), I encourage you to read the privacy statements on the other websites you visit. I am not responsible for the privacy policies and practices of other sites even if you access them using links from this website.

In addition, if you linked to this website from a third party site, I am not responsible for the privacy policies and practices of the owners and operators of that third party site. I recommend that you check their privacy policies and practices.

8. About The Start Up Ally

My name is Mousumi Das and I am The Start Up Ally. My trading address is 128b Fairview Road, South Tottenham, London, N15 6TR and I operate the website: www.thestartup-ally.com

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I am registered under number **ZA813845** with the Information Commissioner's Office: <https://ico.org.uk/>