**Cookie Policy**

118 Data Resource Limited is the data controller of your personal data. We operate through a number of companies within our group, which will also be data controllers in respect of your personal data. Our group companies are as follows: Market Location Ltd, 118 Group Limited, 118 Information Limited, 118 Data Resource Limited, Elocation, IDS Data Services Ltd, Market Location Secure Ltd, Cardwell Marketing Ltd (“**118 Group**”).

118 Group is committed to protecting and respecting your privacy and will comply with the applicable data protection laws in all our dealings with your personal data.

We use cookies and similar technologies (herein referred to in general as “cookies”) for a variety of purposes on our websites or when we send you an email. Cookies are small files that are stored on your browser when you visit a website. The main purpose is to keep a record of your visit, time spent on the site, pages visited and searches made. We may also use cookies to automatically collect information from your computer when you visit our sites, and automatically store it in the log files. This may include information on type of browser software, website activity and IP address.

The main purposes of the cookies we use are:

* **Session** – to allow the user to navigate our sites more easily; for example you don’t have to go in as a new user every time.
* **Analytics** – to improve the user experience of the site by providing statistics on how the site is used.
* **Tracking** – we may use cookies hosted by third parties which allow for an improved site experience by collecting data such as browser, IP address, pages visited, content viewed, timing of visits and clickstream data. When you visit our websites or open an email we have sent, we or one of our third party partners may place a cookie on your browser.
* **Authentication** – this enables us to identify you and therefore where appropriate, personalise information for you.

**How to Refuse and Delete Cookies**

You can refuse to accept all or some cookies by modifying settings within your browser - for help on how to do this visit <http://www.aboutcookies.org.uk> You may also delete all cookies on your browser – click help on your browser or visit <http://www.aboutcookies.org.uk>

Please remember that if you block the session cookies you may be unable to access certain parts of our sites.

Jan 2018 (V.1)