Cookies

To make this site work properly, we sometimes place small data files called cookies on your device.

<u>What are cookies?</u>

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, account settings and other display preferences), so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.
Information provided by cookies can help us to analyse your use of our site and help us to provide you with a better user experience.
Cookies are either 'session' or 'persistent' cookies, depending on how long they are stored for:

- Session cookies are only stored for the duration of your visit to a website and are deleted from your device when you close your browser;

- Persistent cookies are saved on your device for a fixed period of time after the browser has closed and are activated each time you visit the website where the cookie was generated.

What are the different types of cookies?

<u>Essential or 'Strictly Necessary' Cookies</u>
These are cookies which are essential for the running of our website. Without these cookies, elements of our website would not function. These cookies do not track where you have been on the internet and do not gather information about you that could be used for marketing purposes.

<u>Functional Cookies</u>
Functional cookies are used to remember your preferences on our website and to provide enhanced, more personal features. The information collected by these cookies is usually anonymised, so we cannot identify you personally. Functional cookies do not track your internet usage or gather information which could be used for selling advertising, but they do help with serving advertising.

<u>Analytical Performance Cookies</u>
Analytical performance cookies are used to monitor the performance of our website, for example, to determine the number of page views and the number of unique users a website has. Web analytics services may be designed and operated by third parties. The information provided by these cookies allows us to analyse patterns of user behaviour and we use that information to enhance user experience or identify areas of the website which may require maintenance. The information is anonymous (i.e. it cannot be used to identify you and does not contain personal information such as your name and email address) and it is only used for statistical purposes

<u>Behavioural Advertising Cookies</u>
Behavioural advertising cookies remember that you have visited a website and use that information to provide you with advertising which is tailored to your interests. This is often called online

behavioural advertising (OBA) and is done by grouping together shared interests based upon web browsing history.

How does Shield use cookies?

We, together with our trusted partners, use cookies for the following purposes:

Essential and Functional Cookies

For basic operational purposes, our trusted website provider creates one cookie, which is "Essential" for delivering pages on you. This cookie is called 'ASP.NET_SessionId' and it stores a 'Session ID' which is used by Microsoft .NET Framework. This cookie expires at the end of the session which is when a visitor goes to another website or closes their browser window. Therefore, this cookie does not remain on your computer and has no function in tracking your website usage.
Cookie Name: ASP.NET_SessionId

Additionally, contained within the website is a facility to create accounts and make car bookings, involving certain data entry. To ensure secure and efficient use of account settings our trusted App provider uses Session cookies ..

Authentication Cookies: This tells us when you are logged in, so we can display the appropriate experience and features such as account information, booking history, and the facility to edit account settings.
Security cookies: We use security cookies such as SID to authenticate users and prevent fraudulent use of login credentials.

Analytical Performance Cookies

Our site uses Google for mapping and analytical purposes ..

Localisation cookies from Google maps: We use google maps which comes with standard cookies such as: khcookie, APISID,S_awfe, SSID. As Google is a third party service provider, they are at liberty to change, add, edit, amend their cookies at any time without prior notice.

This site uses Google Analytics, a trusted solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track how long you spend on the site and the pages that you visit so we can continue to produce engaging and appropriate content.

For more information on Google Analytics cookies, see.. official Google Analytics page.

How to opt out of Google Analytics see https://tools.google.com/dlpage/gaoptout

Other 3rd party cookies

You may notice on some pages of our website that cookies have been set that are not related to Shield. When you visit a page with content embedded from, for example, social media platforms or transport hubs, these third party service providers may set their own cookies on your device. Shield does not control the use of these third party cookies and cannot access them due to the way that cookies work, as cookies can only be accessed by the party who originally set them. Please check the third party websites for more information about these cookies.

How can I manage or opt out of cookies?

Some people find the idea of a website storing information on their device a little intrusive, in particular when the information is stored and used by a third party. If you would prefer to opt out of cookies, it is possible to control cookies by following the steps below, however you should be aware that you will lose some features and functionality of the website if you do so.

Cookies, including those which have already been set, can be deleted from your hard drive. You can also change the preferences/settings in your web browser to control cookies. In some cases, you can choose to accept cookies from the primary site, but block them from third parties. In others, you can block cookies from specific advertisers, or clear out all cookies. Deleting or blocking cookies may reduce functionality of the site. To learn more about how to reject cookies, visit www.allaboutcookies.org or go to the help menu within your internet browser. If you experience any problems having deleted cookies, you should contact the supplier of your web browser.

Further information and contact details

Please contact Shield's support team if you would like more information on the cookies that we use and their purposes:

By email: support@secs.london
By telephone: 0208 572 5522
By post: Dalton House, 60 Windsor Avenue, London SW19 2RR

For more information about cookies please visit www.allaboutcookies.org and for more information about behavioural advertising in particular please visit www.youronlinechoices.com/uk/.

General information about data protection may be found at:

Information Commissioner's website: http://www.ico.gov.uk
Direct Marketing Association: http://www.dma.org.uk
Consumer advice from the DMA: http://www.dmaresponsibility.org