

## **Cookies: what are they?**

Cookies are small text files sent from a website and stored in the user's web browser while the user is browsing a website. When users visit the same website again, the browser sends cookies back to the website allowing the website to recognise the user and remember things like personalized details or preferences. We use cookies to ensure that we give the best experience on our website.

## **Website usage data**

When you visit the website of Willis Asset Management Limited, we may automatically (i.e. not by registration) collect and store the following information about you:

- Details of your visits to this website, including details of the web pages and other resources you access, type of Internet browser and operating system used, domain name of the website from which you came, number of visits, average time spent on the site.
- Through your use of telecommunications services to access our website, your communications data (e.g. Internet protocol address) or utilization data (e.g. information on the beginning, end and extent of each access, and information on the telecommunications services you accessed) are technically generated and could conceivably relate to personal data.

No attempt is made to identify individual users or to associate the technical details listed above with any individual.

## **What cookies are used on our website?**

When you use our site the following types of cookies may be set on your device:

### **Performance cookies**

These cookies are used to collect statistical information about visitors of the website and the pages they view. These cookies don't collect information that identifies a visitor. All information collected is aggregated and used anonymously. We use these cookies to understand what content is popular which helps us to improve our website.

We use Google Analytics, Eloqua and other marketing software in order to collect this statistical information, and such software may use the cookies set out below, or some combination of the cookies below. The data collected is not shared with any other party. We also set one cookie in connection with the integration of BIM information in the website, which is used for performance purposes

Cookie	Description	Expiry
_dlt	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	1 Day
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 Years
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 Day
_gat	This cookies is installed by Google Universal Analytics to throttle the request rate to limit the collection of data on high traffic sites.	1 Day
visitor/v200/svrGP.aspx	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	Session
who.ashx	Collects data such as visitors' IP address, geographical location and website navigation - This information is used for internal optimization and statistics for the website's operator.	Session
History.store	Contains an visitor ID - This is used to track visitors' navigation and interaction on the website for internal website-optimization.	Session
visitor/v200/svrGP	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	Session
ELQSTATUS	This cookie is set by Eloqua. This cookie is used by PwC to track individual visitors and their use of site. This is set on the first visit of the visitor to the site and updated on subsequent visits.	1 Year
ELOQUA	The domain of this cookie is owned by Oracle Eloqua. This cookie is used for email services. It also helps for marketing automation solution for B2B marketers to track customers through all phases of buying cycle.	1 Year

### Strictly necessary cookies

These cookies are strictly necessary in order for our website to operate properly.

Cookie	Description	Expiry
_cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 Day

CONCRETE5	Registers whether the user is logged in. This allows the website owner to make parts of the website inaccessible, based on the user's log-in status.	Session
CookieConsent	Stores the user's cookie consent state for the current domain.	1 Year
euconsent-v2	Consent Management Platform – Stores the consent preferences provided by the user.	1 Year
CMPList	Consent Management Platform – Stores all CMPs registered with the Transparency and Consent Framework (TCF). These files are used by vendors to determine which CMPs are compliant and active within the framework, in order to ascertain whether a given CMP ID found in a consent string or TC String is valid.	Persistent
noniabvendorconsent	Consent Management Platform - Stores non-IAB vendor list created within CMP (if applicable)	Persistent
_cmpRepromptHash	Consent Management Platform - Stores the hash that controls reprompt operations of the CMP	Persistent
rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent
rc::b	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Session
rc::c	This cookie is used to distinguish between humans and bots.	Session

## Managing Cookies

We do not need consent to place cookies that are “strictly necessary”.

We need your consent to place other cookies. You can alter your preferences in relation to Google Analytics cookies using the tool from this [website](#), or you can adjust your cookie settings in your browser using the information available from [aboutcookies.com](#). Please be aware that blocking cookies that are strictly necessary may affect the functionality of our website. If you have any queries in respect of our use of cookies please contact our data protection officer: [dataprotection@willislease.com](mailto:dataprotection@willislease.com)

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