

Alex & Yuan Partners Limited Cookies Policy

The following Cookies Policy sets out information about the cookies that are used on the website belonging to Alex & Yuan Partners Limited. When visiting the Alex & Yuan Partners website; you have choices that you can make about the way we use cookies.

1 About Cookies

- 1.1** In order to enhance User experience, our website may use “cookies”.
- 1.2** A cookie is a file that contains an identifier. This includes both letters and numbers and is sent by the web server to the web browser and is stored by the web browser. Each time the browser requests a page from the server, the identifiers are sent back to the servers.
- 1.3** Cookies can be either “session” cookies or “persistent” cookies.
- 1.4** A “persistent” cookie will be stored by a web browser. “Persistent” cookies remain valid until its expiry date, which is set, unless it is deleted by the user before the expiry date.
- 1.5** A “session” cookie will expire at the end of a session by the user and this is usually when the web browser is closed.
- 1.6** Cookies do not usually contain information that is personally identifiable to a user.
- 1.7** Please note that personal information that we store about you may be linked to information that was obtained and stored from cookies.
- 1.8** Our web server uses Cookies to identify and track users as they navigate different pages on our website. Cookies are also used to identify returning users to our website.

2 Alex & Yuan Partners Website Cookies

- 2.1** We use both persistent and session cookies on our website.
- 2.2** We use Google Analytics to track and report. These are ga.js cookies, and they allow you to review your site performance and optimise pages based on findings.

3 Analytics Cookies

- 3.1** We use Google Analytics to analyse the use of our website.
- 3.2** Our analytics service provider generates information and statistics about the use of our website through the means of cookies.
- 3.3** The analytics cookies used by our website have the following names: ga.js.
- 3.4** The information generated in relation to our website is used for the purposes of creating reports about user usage of our website. Our analytics service provider’s privacy policy is available at: <http://www.google.com/policies/privacy/>.

- 3.5 We use Google Analytics' 3rd-party audience data (age, gender, and interests) to better understand the online behaviour of our customers.
- 3.6 In order to provide advertising that is better targeted to your interests and preferences; we work with other companies that collect information about your online activities and browsing habits.

4 **Blocking Cookies**

- 4.1 Most browsers allow you to refuse to accept cookies. When entering our website there are options around Cookie usage.
- 4.2 Depending on the type and version of browser you can configure your browser to refuse cookie acceptance.
- 4.3 Blocking all cookies will have a negative impact upon the usability of many websites.
- 4.4 If you block cookies, you may not be able to use all the features on our website.

5 **Deleting Cookies**

- 5.1 Depending on the type and version of browser you can configure your browser to delete cookies already stored on your computer.
- 5.2 Deleting cookies will have a negative impact on the usability of many websites.

6 **Our Details**

- 6.1 This website is owned and operated by Alex and Yuan Partners Limited (AYP).
- 6.2 We are registered in England and Wales under company registration number 12945743, and our registered office is at 63 St Mary Axe, London, EC3A 8AA.
- 6.3 Our principal place of business is at 63 St Mary Axe, London, EC3A 8AA.

7 **You can contact us through the following means:**

- 7.1.1 By post, our address is 63 St Mary Axe, London, EC3A 8AA
- 7.1.2 Using our website contact form.
- 7.1.3 By telephone, on the contact number published on our website.