

1. ABOUT THIS POLICY:

1.1 This Cookie Policy explains how Pinage Holdings Ltd ("we", "us", "our", "PHL") uses cookies and similar technologies on the website at www.pinage.co.uk and on the Pinage Service Delivery Platform (the "PSDP").

1.2 It should be read together with our Privacy Policy at www.pinage.co.uk/privacypolicy, which explains more generally how we handle personal data.

1.3 Pinage Holdings Ltd is registered in England and Wales under company number 16534416, with registered office at Kinetic Centre, Theobald Street, Borehamwood, Hertfordshire, WD6 4PJ, and is registered with the Information Commissioner's Office under number ZC087012.

2. WHAT COOKIES ARE:

2.1 A cookie is a small text file placed on your device when you visit a website. Cookies allow a website to recognise your device, remember your preferences, and understand how the site is being used.

2.2 In this policy "cookies" also covers similar technologies that store or access information on your device, such as local storage, pixels, tags and software development kits.

2.3 Cookies may be set by us ("first-party" cookies) or by another organisation whose service we use ("third-party" cookies). They may last only for your browsing session ("session" cookies) or remain on your device for a set period ("persistent" cookies).

3. THE CATEGORIES WE USE:

3.1 Strictly necessary cookies

These are needed for the website or the PSDP to work — for example, to keep you logged in, to route your requests securely, or to remember your cookie preferences. They cannot be switched off and we do not need your consent to set them.

3.2 Functional cookies

These remember choices you make, such as your language or display preferences, to give you a more personalised experience. We only set these with your consent.

3.3 Analytics cookies

These help us understand how visitors use our website — which pages are visited, how long people stay, and where problems occur — so that we can improve it. We only set these with your consent.

3.4 Marketing cookies

These are used to measure the effectiveness of our marketing and, where applicable, to show you relevant advertising. We only set these with your consent.

4. THE COOKIES WE SET:

4.1 Strictly necessary

Cookie name	Set by	Purpose	Duration
pinage_session	Pinage (first party)	Keeps you logged in and maintains your session as you move between pages.	Session
pinage_consent	Pinage (first party)	Remembers your cookie preferences so we do not ask you again.	12 months

4.2 Functional

Our website embeds video content hosted by YouTube (Google Ireland Limited). The video player is not loaded, and none of the cookies below are set, unless you consent to functional cookies. Which of these are set depends on the version of the player, whether you play a video, and whether you are signed in to a Google account, so some may not appear on your device.

Cookie name	Set by	Purpose	Duration
__Secure-ROLLOUT_TOKEN	YouTube (Google Ireland Limited)	Used by YouTube to manage the staged rollout of new player features and to measure their impact, so that you see a consistent version of the player.	6 months
VISITOR_INFO1_LIVE	YouTube (Google Ireland Limited)	Estimates your connection speed so the player can select an appropriate video quality, and helps YouTube measure and improve the player.	6 months

Cookie name	Set by	Purpose	Duration
YSC	YouTube (Google Ireland Limited)	Records a unique identifier for your viewing session so that YouTube can count video views.	Session
PREF	YouTube (Google Ireland Limited)	Remembers your player preferences, such as volume, playback quality and whether captions are shown.	Up to 2 years

4.3 Analytics

Cookie name	Set by	Purpose	Duration
_ga	Google Analytics (Google LLC)	Distinguishes individual visitors so we can produce statistics on how the site is used — such as approximate location, pages viewed and time on each page. Does not identify you by name.	2 years
ga<container-id>	Google Analytics (Google LLC)	Used by Google Analytics 4 to persist session state. Only set after you consent to analytics cookies.	2 years

4.4 Marketing

We do not currently use marketing or advertising cookies.

4.5 Where a cookie is set by a third party, that organisation is responsible for its own use of the information collected. Links to the relevant third-party privacy information are given in the tables above where applicable.

5. YOUR CHOICES:

5.1 Our cookie banner

5.1.1 When you first visit our website you will see a cookie banner. No non-essential cookie is set until you have given your consent.

5.1.2 You can accept all cookies, reject all non-essential cookies, or choose which categories to allow. Rejecting is as easy as accepting.

5.1.3 You can change your choice at any time using the cookie preferences link in the footer of every page.

5.2 Browser controls

Most browsers let you block or delete cookies through their settings. Blocking all cookies, including strictly necessary ones, may prevent parts of our website or the PSDP from working properly.

5.3 Withdrawing consent

Withdrawing your consent is as straightforward as giving it, and does not affect any use of cookies that took place before you withdrew it.

6. CHANGES TO THIS POLICY:

6.1 We may update this policy when the cookies we use change, or to reflect changes in the law. You can tell the policy has changed from the version number and date shown at the top of this policy.

6.2 We review the cookies on our website at least annually, and whenever we add a new tool or third-party service to the site.

6.3 We keep dated copies of previous versions of this policy and will provide one on request.

7. CONTACT AND COMPLAINTS:

7.1 If you have any questions about this policy or about our use of cookies, contact us at dpo@pinage.co.uk, or by post at: Data Protection Contact, Pinage Holdings Ltd, Kinetic Centre, Theobald Street, Borehamwood, Hertfordshire, WD6 4PJ.

7.2 If you are unhappy with our response you can complain to us directly under Section 8 of our Privacy Policy, and you may also complain to the Information Commissioner's Office:

- Website: <https://ico.org.uk>
- Helpline: 0303 123 1113