

LANternTech Cookie Policy

“Cookies” are pieces of information which websites create on your computer, tablet or mobile phone which identifies your device whenever you visit that particular website.

Cookies help us to display specific content and take account of your preferred interests and previous browsing history. This is a standard practice in widespread use by many other well-known websites such as Facebook, Twitter, LinkedIn and YouTube.

Cookie Policy

In order to provide you with a tailored online experience, LANternTech may create cookies when you visit our website. This document explains how LANternTech uses cookies on our websites for various purposes.

The list below describe the cookies we use on this site and what we use them for. Currently, we operate an ‘implied consent’ policy which means that we assume you are happy with this usage. If you are not happy, then you should either delete the cookies having visited the site, or you should browse the site using your browser’s anonymous usage setting (called “Incognito” in Chrome, “InPrivate” for Internet Explorer, “Private Browsing” in Firefox and Safari etc.) There is a link to further information about how to delete Cookies below.

- **Google Analytics**

We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

You can find out more about Google’s position on privacy as regards its analytics service [here](#).

- **Pardot**

Pardot sets first-party cookies for tracking purposes and sets third-party cookies for redundancy. Using first-party and third-party cookies together are standard in the marketing automation industry. Pardot cookies do not store personally identifying information, they store only a unique identifier.

See How does [Pardot track activities?](#) for more information on how Pardot cookies work.

More information

If you'd like to learn more about cookies in general and how to manage them, visit <http://www.aboutcookies.org/> or www.allaboutcookies.org/.

If you have any further queries about our use of cookies, please contact us at clientcare@lanterntech.co.uk, using the Subject heading "Cookie Policy Query"