

## Cookie Policy





# Farrer & Co

## 1. This website

This website [www.farrer.co.uk](http://www.farrer.co.uk) ("the Website") is operated by Farrer & Co LLP of 66 Lincoln's Inn Fields, London, WC2A 3LH (also referred to in this Cookie Policy as "we" "us" or "our").

## 2. What are cookies?

A cookie is a small file of letters and numbers that is stored on your browser or the hard drive of your computer, if you agree. For more information about cookies, including how to disable them by modifying the settings in your browser, please see [www.allaboutcookies.org](http://www.allaboutcookies.org).

Details of the cookies we use on the Website, and how to disable them, are set out below.

## 3. Essential and Functional Cookies

We use the following cookies which are either essential for the operation of parts of the Website (e.g. to keep you logged into secure areas), or to provide you with a better and more enjoyable experience when you use the Website.

Name	Source	Purpose	Expiry
ASP.NET_SessionId	Farrer & Co LLP	Automatically generated when a user accesses the site. Essential for normal usage.	When you leave
allowCookies	Farrer & Co LLP	Used to remember the choice made about cookies on the site	Two years

These cookies do not identify any individual user of the Website, only the device you are using. You can disable these cookies by modifying the settings in your browser. However, if you do so the relevant part of the Website may not work exactly as intended.

## 4. Analytical Cookies

We use the cookies below to collect information about how visitors use the Website, including their location, browser type, total visits to the Website, which websites they come from, and their journey through the Website. This enables us to continually optimise the Website to give the user the most beneficial user journey possible.

Name	Source	Purpose	Expiry
_ga _gat_UA-6119927-1 _gid	Google Analytics	For the purpose of generating statistics about visitors to the Website to help improve it, as set out above.	Two years When you leave One day



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We only receive anonymised statistics from Google Analytics. For more information about how information collected by Google Analytics is used and managed by Google, please click [here](#). You can opt out of tracking by Google Analytics [here](#). You can also disable these cookies by modifying the settings in your browser.

## 5. Email Tracking

Where you receive a marketing email, event invitation or other direct mailing from us, we may collect information about you in the following ways:

- a) *Opening emails*: if you open an email either by downloading images in the email or by clicking in a link we log such activity on our database;
- b) *Viewing emails as web pages*: if you click on the "view it as a web page" link in an email, a tracking code is included in the link so that the web page when viewed in your browser is personalised in the same way as the email;
- c) *Links to web pages within emails*: if you click on any web link in an email, we include a tracking code in the link to the web page which we use to log such activity on our database;
- d) *Unsubscribing from emails*: if you click to unsubscribe, we will automatically log this information on our database. If you unsubscribe from any email invitation or alert, we will continue to store your personal data on a "marketing suppression list" so as to record your preference; and / or
- e) *Event RSVP buttons*: in our event invitations and confirmations we provide buttons to allow you to accept, decline, cancel and register (if you are not the original recipient of the email) for that event. Clicking on these buttons will pass a tracking code to us so we can record your choice in our database to help us manage the event.

This enables us to record and manage how we contact you, and your preferences and bookings for our events. It also enables us (as set out in any such email) to review whether emails are opened or forwarded, and whether briefing links are clicked. This data helps us to ensure our mailing list remains up to date; it also provides us with some basic information about your interests and to personalise our communications with you. Please contact us at [dataprotection@farrer.co.uk](mailto:dataprotection@farrer.co.uk) if you have any questions about this Cookie Policy or its contents.