

# Cookie Policy

Pepperstone Limited

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# 1. Introduction

Pepperstone Limited (“**Pepperstone**”, “**we**”, “**us**”, “**our**”) uses Cookies when you visit a website related to us.

Protecting your privacy and personal data is very important to us. We’re committed to ensuring that we provide you with the relevant information and tools so that you can manage your cookie preferences.

This Cookie Policy applies to residents of the UK and EEA who’ve registered for a trading account or demo account with Pepperstone.

## 2. What are cookies?

A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets businesses know when you visit a particular website. Cookies allow web applications to respond to you as an individual.

Cookies help us provide you with a better website by enabling us to monitor the pages that you find useful and tailor our website to your needs, likes and dislikes by gathering and remembering information about your preferences.

The cookies that we use can’t execute code or deliver any viruses. We only ever use cookies for the essential functioning of our website, for analytical purposes to provide you with a great client experience, and for marketing, so that we serve you with content that’s in line with your interests, based on your activity on our website.

## 3. Our cookies

We use a number of cookies to provide you and other users with our products and services via our website and trading platform.

While we do collect certain pieces of information about you in order to provide our products and services to you and improve our offering.

**Please be aware that if you choose not to accept cookies, you may not be able to take full advantage of our website.**

### 3.1 How we use cookies

**The cookies used by our websites:**

- **Do not** store any personal data such as passwords
- **Do not** access any other information stored on your computer
- **Do not** compromise the security of your device(s)
- **Do** allow us to provide a service through which people can access their trading account(s)
- **Do** allow us to monitor the number of people using our website
- **Do** allow us to see how people arrive at our website (for example, via search engine or via email)
- **Do** allow us to gather technical information about people using our website, such as their geographical location and the type of web browsers they are using
- **Do** allow us to display advertisements on other websites to people who’ve previously accessed our websites (for example, banner ads). We can’t identify the individuals who are served with these ads
- **Do** allow us to display content on our websites that’s more relevant to you and your preferences, based on the information we hold and your behaviour on our website

- **Do** allow our website to recall certain settings and preferences to make it easier to use our website

### 3.2 The types of cookies we use

We categorise our cookies into three categories, essential, analytical and marketing/targeting. While the cookies that we use may change from time to time as we improve and update our website, we use them for the following purposes:

#### 3.2.1 Essential Cookies

These are cookies that are essential to the functioning of our website and our products and services. An essential function includes enabling you to complete trading account applications, remembering your login details, initiating web chat with our support team or other website functionality. You can't deactivate these cookies as without them we are unable to provide our website to you.

Source	Type	Examples*	Purpose
Pepperstone first-party cookies	Pepperstone	ho_id cxid pep_* hl website_locale	To support various essential functions such as managing cookie preferences, language and licence selection and affiliate attribution.
Salesforce	Third party	inst	To enable live chat support between visitors and Pepperstone service staff.
Trustpilot	Third party	trustpilot	Renders the Trustpilot widget on our website, which shows an overall 'Trust score' for our business.

#### 3.2.2 Analytical

These cookies help us to understand how visitors use our website. These are set by us or our third-party analytics providers and allow us to record certain information about you, such as the pages you visit on our website, how many times you visit and the links that you click on. We use this information to improve our website, such as tailoring the website to your personal preferences and ensuring that it's optimised to remove confusing or ineffective content.

Source	Type	Examples*	Purpose
Segment	Third party	ajs_anonymous_id _ga	Used for segmentation and personalisation to improve user journeys. This is anonymous until you register for a trading account with us and help us to improve our website and content to better serve you.
Google	Third party	_ga	Used to anonymously analyse the user journey and help us to improve our website and content to better serve you.
Algolia Insights	Third party	_ALGOLIA	Measures your interactions to help us improve the website functionality and content, ensuring you have the best possible customer experience. This anonymously tracks user activity and help us to improve our website and content to better serve you.

\* The exact cookies used may change from time to time

Source	Type	Examples*	Purpose
Hotjar	Third party	_hj*	Used to anonymously analyse the user journey and help us to improve our website and content to better serve you.

### 3.3.3 Marketing/targeting

These cookies help us and our partners to understand what you're interested in on our website and on social media so we can provide you with a more personalized marketing experience. They can track your browsing history and online activities across websites to create a profile of your activities and interests. They don't directly store personal information – they're based on uniquely identifying your browser and internet device only. We share this information with our third party marketing partners to enable us to serve you with relevant advertising when you visit other sites (e.g. to remind you of products or services that you might have shown an interest in or to provide you with special offers). We also work with third parties who may place cookies on your web browser to enable us and other advertisers to serve you with advertising based on your browsing and online search activity.

If you don't allow these cookies, you'll experience less targeted advertising. We adhere to industry accepted best practice regarding our use of marketing cookies. For more information, please refer to the Internet Advertising Bureau's website here: <https://www.iabuk.com/>.

Source	Type	Examples*	Purpose
Google	Third party	ANID	Used to improve advertising by ensuring advertisements are being shown to the right users.
AdRoll	Third party	__adroll_fpc	Used to improve advertising by ensuring advertisements are being shown to the right users.
LinkedIn	Third party	UserMatch History	For user tracking and to serve targeted advertising on the LinkedIn website.
DoubleClick	Third party	IDE	Identifies information about you to prevent you being shown advertising you have seen before. This domain is owned by DoubleClick (Google). It's an anonymous cookie that helps us to analyse our website visitors and customer conversion.
Facebook	Third party	_fbp	For user tracking and to serve targeted advertising on the Facebook website.
Twitter	Third party	Twitter	For user tracking and to serve targeted advertising on the Twitter website.
Microsoft	Third party	_uetsid	For user tracking and to serve targeted advertising on Microsoft websites such as the Bing search engine.
Reddit	Third party	_rdt_uuid	For user tracking and to serve targeted advertising on the Reddit website.

## 4. How to manage your Cookie Preferences

You can manage your cookie preferences for analytical and marketing cookies through your browser settings.

Please be aware that if you choose not to accept cookies, you may not be able to take full advantage of our website or our trading platform.

### **Google Chrome**

- At the top right of your browser, click the three vertical dots, then 'settings'
- Scroll to the bottom of the page and click 'advanced'
- Under 'privacy and security', click 'site settings'
- To enable cookies, head to the cookies section and tick 'allow sites to save and read cookie data (recommended)'. This option enables both first and third-party cookies
- To allow only Pepperstone cookies, enable 'block third-party cookies'
- To disable cookies, click 'see all cookies and site data', then click 'remove all'
- There are multiple levels of cookie enablement in Chrome. For more information, click [here](#).

### **Safari**

- In the menu bar, select 'Safari', then choose 'preferences'
- Click on 'Privacy'
- To prevent trackers from using cookies to track you, select 'prevent cross-site tracking'
- To disable cookies, select 'block all cookies'
- For more information, click [here](#).

### **Microsoft Internet Explorer (versions 9-11)**

- Select 'Tools' from the top of your browser's window
- Choose 'Internet Options'
- Navigate to the 'Privacy' tab
- Click 'Advanced'. Here you can choose to 'Accept' 'Block' or 'Prompt' both first and third-party cookies
- To disable cookies, tick 'Block'
- There are multiple levels of cookie enablement in Internet Explorer. For more information, click [here](#).

### **Microsoft Edge**

- Click the three dots (...) at the top right of your browser
- Choose 'settings' and then 'view advanced settings'
- Under 'cookies' choose either 'don't block cookies' or 'block only third party cookies'
- To disable cookies, click 'block all cookies'
- There are multiple levels of cookie enablement in Edge. For more information, click [here](#).

### **Mozilla Firefox**

- Click the menu button and choose 'content blocking'
- If 'standard' is selected, you are currently enabling cookies
- To block cookies, select 'custom' and click 'cookies' before selecting an option
- There are multiple levels of cookie enablement in Firefox. For more information, click [here](#).

## **5. General Information**

To find out more about how you can block, delete or manage cookies, please visit [www.aboutcookies.org](http://www.aboutcookies.org)

For more information on how we handle your data please see our [Privacy Policy](#).

If you have any questions or concerns please email: [support@pepperstone.com](mailto:support@pepperstone.com).



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