



What are cookies? Cookies are small text files that can be used by websites to make a user's experience more efficient.

Why are we telling you this? The law states that we can store cookies on your computer if they are essential to the operation of the website. However, for all other uses we require your permission.

How do we use cookies? Cracknelllaw.com does use some non-essential cookies. However, we do not track individual users or identify them. We simply use the cookie data to gain information about how the website is used so that we can keep improving it for our users.

Which cookies do we use? We use Google Analytics, a popular web analytics service provided by Google, Inc. Google Analytics uses cookies to help us to analyse how users use the site. It counts the number of visitors and tells us things about their behaviour, such as the typical length of stay on the website or the average number of pages a user views.

The information generated by the cookies about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity and providing other services relating to website activity and Internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google undertakes not to associate your IP address with any other data held by Google.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies (i.e. they recognise and count the number of users and see how users move around our website when they are using it) or targeting cookies (i.e. they record your visit to our website, the pages you have visited and the links you have followed).

Google Analytics cookie specifications:

Cookie Name	Expiration Time	Description
<code>_ga</code>	2 years	Used to distinguish users.
<code>_gat</code>	10 minutes	Used to throttle request rate.
<code>__utma</code>	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing <code>__utma</code> cookies exists. The cookie is updated every time data is sent to Google Analytics.
<code>__utmt</code>	10 minutes	Used to throttle request rate.
<code>__utmb</code>	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing <code>__utmb</code> cookies exists. The cookie is updated every time data is sent to Google Analytics.
<code>__utmz</code>	End of browser session	Not used in gajs. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the <code>__utmb</code> cookie to determine whether the user was in a new session/visit.
<code>__utmz</code>	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
<code>__utmv</code>	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the <code>_setCustomVar</code> method with a visitor level custom variable. This cookie was also used for the deprecated <code>_setVar</code> method. The cookie is updated every time data is sent to Google Analytics.

Can I block or delete cookies? You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

More information about cookies, including how to block them on all sites or delete them, can be found at www.aboutcookies.org.

Contact: If you have any queries concerning your personal information or any questions on our use of cookie data, please contact us at contact@cracknelllaw.com.

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