



[Cookie Policy](#)

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## Document Management

Version	Name	Revision Date	Change
0.1	Chris Bell	03/04/2024	Document created

### Purpose

The purpose of this document is to show the use of cookies Within SmarterPay websites.

### Scope

This process applies to all websites and portals in SmarterPay.

### Responsibility and Authority

The SmarterPay Executive holds overall authority for ??.

Responsibility	Appointment
Periodic review and maintenance	Director of Operations
Release approval	Director of Operations

### SmarterPay and cookies

Your trust, privacy and data are important to us and we are committed to being transparent about our data practices and how we use and protect your data.

This notice provides more detail about the cookies and tracking technologies we use and should be read in conjunction with the information in our cookie preference centre where you can adjust your cookie settings.

There is also information on how to SmarterPay for privacy information.

## Types of cookies and tracking technologies

### Strictly necessary cookies

Who sets the cookie and what is done with the information.

#### SmarterPay

Maintain your session across pages, and user preferences.

### Performance cookies

#### Google

We use Google to provide statistical counting of users, paths, pages visited and so on. We use information such as your IP address, browser type, unique identifiers, and product holding information, stored in cookies on your device to record how you interact with our website. We do this to understand how our customers use our site, how we can design it to serve them better, and where our customers come from, including marketing campaigns, all of which are crucial in providing a better service for our customers.

### Targeting cookies

#### Google

Although Google is primarily known as a search engine, the company provides a diverse range of products and services. Its main source of revenue however is advertising. Google tracks users extensively both through its own products and sites, and the numerous technologies embedded into many millions of websites around the world. It uses the data gathered from most of these services to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customers' adverts appear.

### Email and tracking technologies.

To help us understand how recipients engage with our email correspondence, and how we can optimise our email for different devices (e.g. by identifying what kind of devices our customers use), we use an industry-standard approach of including an invisible image pixel in our emails. All our analytics activity using pixels focusses on broad trends, and we do not use pixels for anything relating to you individually.

Different devices and operating systems offer different levels of control over pixels, including the ability to switch off the automatic loading of remote images such as our pixels.

You can contact the SmarterPay data protection officer by writing to:

The Data Protection Officer,  
SmarterPay Ltd  
Utility House,  
32-36 Prospect Street,  
Hull  
HU28PX

## Strictly necessary cookies

Who sets the cookie and what is done with the information.

Google

The cookie provides scam protection.

It is dropped during the registration only. The cookie ensures the form is filled by a human instead of a bot (as it provides a checkbox and images to verify to confirm it's a human action). It is a necessary cookie dropped for ReCAPTCHA and without it, ReCAPTCHA wouldn't function therefore allow the member to complete their registration.

## Functional cookies

None

## Targeting cookies

None