Cookie Policy

Effective Date: May, 2018

This cookie policy explains how Plutus.it (We Plutus.it trading under Block Code Ltd also referred to as "we", "us", or "our") use cookies and similar technologies when you visit us at http://plutus.it.

When using the Plutus.it website, Plutus.it mobile app, interact with Plutus.it online advertisements or marketing email ("Services/ Products). The cookie policy explains what technologies we use and why, along with your rights to control the use of them.

At times we may use cookies and similar technologies to collect personal information, which may become personal information when combined with other information. In these cases, please refer to our privacy policy at https://plutus.it/privacy which will also apply in addition to this Cookie Policy.

1. WHAT ARE COOKIES?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re- entering them whenever you come back to the site or browse from one page to another. A cookie cannot read data off your hard drive or read cookie files created by other websites.

"First party cookies" are set by website operators, cookies set by other parties are called "Third Party Cookies". These Third-party cookies can identify your computer, both when you visit the

Plutus.it website and/or when visiting certain other websites or mobile apps.

We manage information collated by cookies and other technologies as nonpersonal information. If we combine non-personal information with personal information, the combined information will be treated as personal information for as long as it remains combined. IP addresses or similar identifiers are classed as by local law as personal information. For further information on cookies and usage, please visit **http://www.allaboutcookies.org/manage-cookies/**

2. WHY WE USE COOKIES?

When accessing Plutus.it or our mobile app, we or companies we partner with may install cookies on your computer or other devices. These will allow us to better understand your user behaviour, informing us on what people have visited. First party and third party cookies are used to recognize you as a Plutus customer in order to customise services, content, and advertising, to measure promotional effectiveness, and to collect information about your computer or other access device to mitigate risk. Allowing us to help prevent fraud and promote trust and safety.

Our advertising services providers may place third-party cookies to gather information about your visits to other websites to target advertisements for products and services available. We do not control the types of information collected and stored by these third-party cookies. You should check the third-party's website for more information on how they use cookies.

Please see below a couple of examples of non- personal data we may collect via our cookies:

- We may store Usage information, how and what services you currently use, such information is not in association with IP address.
- We may collect geographical information such as your language, zip code, area code, unique device identifier, referrer URL, location, and the time zone. This will enable us to better understand customer behaviour and improve our Services.

3. WHAT COOKIES WE USE?

We use the following cookies:

Name	Services	Purpose	Type	Expiry
informational	Cookie Consent	This cookie allows your preferences to be remembered, by clicking accept on the cookie popup	Functionality	1 year

_ga google analytics	Google Analytic	Used to distinguished users	Statistics	2 years
_gid google analytics	Google Analytic	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	Statistics	Session
ads/ga-audiences	Google Adwords	This is used to re-engage visitors that are likely to convert to customers	Marketing	Session
__cfduid	Cloudflare	This is to identify trusted web traffic	Necessary	1 year
AWSALB	Zendesk	This is to record which server cluster is serving you	Statistics	6 days
__zlcmid, __zlcid __zlstore	Zendesk	Zopim cookies provides live chat and functionality for users/sales purposes	Marketing	1 year

STRICTLY NECESSARY COOKIES

These cookies are essential cookies, that allow you to access secure areas. Without these cookies, some Services cannot be provided.

PERFORMANCE/ANALYTICS COOKIES

A performance/analytics cookie will collect information about how you use a site, which pages you go to most often etc. This information is anonymous and only used to improve our services.

FUNCTIONALITY COOKIES

Functionality cookies allow us to remember the choices you have made, enabling us to tailor content specific to your choices, i.e. it remembers the country you are in the language you recognise, username etc. Session cookies are only active when you log in to your account and deactivate when you log out of your account or browser.

4. HOW LONG ARE COOKIES ON MY BROWSING DEVICE?

Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your browsing device until they expire or are deleted (i.e. After you have finished browsing).

5. THE USE OF WEB BEACONS OR "CLEAR GIFS"?

Web beacons, or "clear gifs," are tiny graphics with a unique identifier, similar in function to cookies. They are used to track the online movements of users. In addition to cookies, we may use other similar technologies, like web beacons to track users of our Services. We and our third-party service provider employ web beacons for the reasons stated above (under "Cookies"), but primarily to help us better manage content on our Services by informing us which content is effective.

We may also use so-called "Flash Cookies" (also known as "Local Shared Objects or "LSOs") to collect and store information about your use of our services, fraud prevention and for other site operations.

6. PLUTUS.IT ADVERTISING COOKIES?

Plutus.it works with third party service providers to display advertising on our Services and serve advertising on other third-party sites that are more relevant to you or your interests. They are used to track on activity, remembering what sites you have visited. This means that after you have been to our websites, you may see some advertisements about our Services elsewhere on the Internet. Information collected via third parties, will not identify users unless users choose to provide this information. Such advertising will only be delivered where permitted by applicable law.

7. HOW DO I MANAGE COOKIES & ONLINE MOBILE ADVERTISING?

Accepting cookies is a consumer choice, you can either choose to enable, disable or delete cookies. You can exercise your preferences in relation to cookies served on our Sites by taking the steps outlined below.

Our Cookies (or, "First-Party Cookies"). Via accessing the browser, which you are using to view the Plutus.it site. You can enable, disable or delete cookies. In order to do this, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit"

settings). Please note, by restricting cookies or to disable cookies, you may not be able to access secure areas of the Site.

Third-Party Cookies. In order to opt-out of third-party advertising networks and similar entities that use targeting/advertising cookies, go to http://www.aboutads.info/choices or https://tools.google.com/dlpage/gaoptout to opt-out of Google Analytics cookies.

Flash Cookies. Via accessing the website storage setting panel, you can control Flash cookies by going to the global storage settings panel and following the on-screen instructions. This will allow you to stop flash cookies been stored on your computer, by reducing the functionality of some Flash applications may result in reduce site functionality.

Mobile Advertising: By accessing the setting in your mobile device, you can opt out of mobile advertising identifiers. If you choose to opt out we will remove all data about you and we will not collect any further information. If you decide to opt-in at a later date you will be allocated a new user ID.

8. WILL THIS COOKIE POLICY UPDATE?

We will update our Cookie Notice from time to time to reflect, changes to the cookies we use or for other operational, legal or regulatory reasons. If we make any changes to our cookies, the next time you visit our website after the change, you will be asked to accept changes.

9. FOR FURTHER INFORMATION

For further information regarding this notice and the use of cookies. Please do not hesitate to contact our Data Privacy Representative by writing to: Block Code Ltd (Plutus.it) 2nd Floor, Heathmans House, 19 Heathmans Road, London SW6 4TJ or by email or by email at dataprivacy@plutus.it