

AMA Research - Cookie Policy

What are cookies?

Cookies are small pieces of text that are stored to your computer or mobile device when you visit a website. On your further visits to that website, the information stored in the cookie is sent back to the website. This allows the website to recognise you and tailor its content to your needs.

Required Cookies

For the e-commerce solution on our [website](#), cookies help track what products you have added to the basket for purchase and allow you to efficiently complete your purchase of our services. When you close your browser, these cookies are deleted.

On the [customer portal](#), each authorised user is issued with a unique user name and password that must be entered each time the user logs on. AMA Research Interactive issues a session cookie only to record encrypted authentication information for the duration of a specific session. The session cookie does not include either the username or password of the authorised user. We do not use cookies to store other confidential user and session information, but instead implement more advanced security methods based on dynamic data and encoded session IDs.

Functionality Cookies

Cookies are used, on the [customer portal](#) only, to tailor your experience. For instance, cookies permit you to navigate around search results, view the results most relevant to you and to set language or website content preferences.

Performance Cookies

These cookies are used to securely identify you on our [customer portal](#) and to ensure that your usage complies with your license to use our paid subscription services. When you access AMA Research Interactive, we track what information individuals access in order to enable reporting on the amount and type of information that users access. We might also use this information to highlight reports that we think will be of interest to you based on your usage of the site. This affects customers only when logged into their account, and no opt-out is available.

We use Google analytics to analyse how you use our [website](#) and to monitor website performance, which allows us to provide a higher quality experience. To view their privacy policy, or to opt out, go to: www.google.com/intl/en_uk/analytics/tos.html. For example, we might use performance cookies to keep track of which pages are most popular to determine which method of linking between pages is most effective. Browsing data collected on our website is anonymised before any reporting is done, and we cannot track back to you the pages that you visit.

We currently have "Share This" social media cookies on some of our webpages. These cookies enable users, if they wish, to login to their accounts on social media sites Twitter or LinkedIn and share content from our websites with their followers/connections. These cookies do not allow us access to your accounts or provide us with any confidential information relating to any of your accounts.

Behaviourally Targeted Advertising Cookies

We do not display targeted third party advertising on our website or customer portal.

Cookie Consent

By continuing to use AMA Research's websites, you agree to our use of cookies. Many web browsers allow fine grained control of which sites to accept or deny cookie setting from. You could use these settings to limit or delete cookies on AMA Research's sites completely. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website and it may restrict your ability to complete purchases.

You can find up-to-date information clearly explaining how to control, opt out or delete cookies on your computer at www.aboutcookies.org or www.allaboutcookies.org. To control or delete cookies on your mobile phone, please refer to your handset manufacturer's help manual.

Last updated: June 2018.