

Cookie Policy

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 you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Currently we operate an 'implied consent' policy which means that we assume you are happy with our use of cookies. If you are not happy, then you should either not use this site, or you should delete our cookies once you have visited the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.) We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. If you don't want to receive cookies, you can modify your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether. You can also delete cookies that have already been set. If you wish to restrict or block web browser cookies which are set on your device then you can do this through your browser settings; the Help function within your browser should tell you how. Alternatively, you may wish to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of desktop browsers.

Cookies on the Abacus Physiotherapy website

Google Analytics – we use this to understand how the Abacus Physiotherapy site is being used in order to improve the user experience. Your user data is all anonymous. You can find out more about Google's position on privacy as regards its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>

Social Media Advertising: We use Social Media advertising conversion tracking and re-targeting pixels, which allows us to collect or receive information from your website and elsewhere on the internet and use that information to provide measurement services and target advertising.

Other information we collect

Social buttons

On many of the pages of the Abacus Physiotherapy site you will see 'social buttons'. These enable users to share or bookmark the web pages. There are buttons for: Twitter, Google +1, Facebook 'Like', and LinkedIn 'Share'. In order to implement these buttons, and connect them to the relevant social networks and external sites, there are scripts from domains outside of Abacus Physiotherapy. You should be aware that these sites are likely to be collecting information about what you are doing all around the internet, including on Abacus Physiotherapy site. So if you click on any of these buttons, these sites will be registering that action and may use that information. In some cases these sites will be registering the fact that you are visiting Abacus Physiotherapy, and the specific pages you are on, even if you don't click on the button if you are logged into their services, like Google and Facebook. You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

External web services

We use a number of external web services on Abacus Physiotherapy, mostly to display content within our web pages. For example, to display slideshows we sometimes use SlideShare; to show videos we use YouTube and Vimeo. This is not an exhaustive or complete list of the services we use, or might use in the future, when embedding content, but these are the most common. As with the social buttons we cannot prevent these sites, or external domains, from collecting information on your usage of this embedded content. If you are not logged in to these external services then they will not know who you are but are likely to gather anonymous usage information e.g. number of views, plays, loads etc.

Email tracking

Some emails that we send you have no tracking in at all, for example personal correspondence or emails with invoices attached. Other emails we send using MailChimp for example, put in tracking so that we can tell how much traffic those emails send to our site and we can track, at an individual level, whether the user has opened and clicked on the email. We rarely use the latter information at a personal level, rather we use it to understand open and click rates on our emails to try and improve them. Sometimes we do use the personal information e.g. to re-email people who didn't click the first time. If you want to be sure that none of your email activity is tracked then you should unsubscribe from the Abacus Physiotherapy newsletter.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Disclaimer

The material on our site is given for general information only, and does not constitute professional advice. You should take specific advice before taking a course of action as we do not accept directly or indirectly any responsibility for loss arising directly or indirectly from reliance on information on this site. Given that the Internet uses an open system we cannot warrant that the site and downloads reach you virus-free. You must, therefore, take all appropriate precautions for your own safety.