



# Cookie Notice

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## Cookie Notice

This policy was last updated on January 20<sup>th</sup>, 2025.

### Our commitment to your privacy

Adelphi Group of Companies is committed to protecting and respecting your privacy. We take our responsibilities regarding the security of information that we have collected seriously. This Cookie Notice sets out how we use and protect the information that you provide to us. Please read this policy carefully. If you have any questions, please contact [compliance.team@adelphigroup.com](mailto:compliance.team@adelphigroup.com)

### Adelphi Group of Companies – who are we?

This privacy notice applies to the Adelphi Group of Companies. Adelphi Group is part of Omnicom Health Group, a division of Omnicom Group Inc. Find out more about the [Adelphi Group of Companies](#)

In this policy **ADELPHI**, **we**, and **us** means the Adelphi Group of Companies.

### About this Cookie Notice

This Cookie Notice explains how we use “cookies” and similar technologies (such as “web beacons”, “pixels” or “tags”) on the Adelphi Group Ltd website at <https://www.adelphigroup.com> (“Site”). It is designed to assist you in making informed decisions when using our service.

Please take a moment to read and understand this Cookie Notice. This Cookie Notice should also be read in conjunction with our [Privacy Notice](#) and our [Website Terms of Use](#).

### What are Cookies or Similar Technologies

Cookies are very small text files or pieces of code, which often include a unique identifier. When you visit a website, the website will request to store this text file on your device in order to remember information about you, such as your language preference or login information. Other information gathered through cookies may include the date and time of visits and how you are using our website.

We also use similar technologies to cookies known as “web beacons”, “pixels”, “tags” or “digital fingerprinting”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content on a webpage.

For the purposes of the remaining sections of this Cookie Notice, we refer to all cookies and similar technologies using the above features as “cookies”.

You should be aware that applications you use to access our Site, such as your website browser, may also place cookies on your device when visiting our Site, or other websites. An example of this would be where you sign into Google Chrome using a Google Account (see Section ‘What about Google Chrome or other browser Cookies’ below). We do not have control over these third party cookies, so you will need to manage these cookies in the settings of the relevant applications.

For more details on cookies and similar technologies, please visit [All About Cookies](#).

### What is the difference between First Party and Third Party Cookies?

We use “first party cookies” and “third party cookies” in connection with our Service. First party cookies are cookies placed by us to collect information about you.

Third party cookies are cookies placed by third party website operators. Information about you collected by those third party cookies will be shared with the relevant third party.

Please refer to the relevant third party website operator's privacy notice for more details about the information they collect and how they use it

## How long do Cookies last?

All cookies have expiration dates that determine how long they stay in your browser:

**Session Cookies** – these are temporary cookies that are placed on your device during your browsing session and then expire (and are automatically deleted) whenever you close your browser.

**Persistent Cookies** – these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date, or until you manually delete them (see Section 'How do I refuse, block, or delete Cookies?' below).

## Which cookies do we use on our site?

When you visit our site, we automatically use some cookies that are strictly necessary to provide our services to you and allow the website to operate; for all other cookies we need your consent. This is why when you first logged onto our website you were asked for your permission to append these non-essential cookies such as Google Analytics/Click Dimensions.

Our web servers capture IP Addresses that are stored in log files by default, for troubleshooting connections. We purge all web server log files every 30 days.

Appropriate security measures are in place to protect against the loss, misuse, or alteration of information that we have collected from our websites.

## Essential Cookies

### Necessary Cookies

Essential cookies are those cookies which a website could not operate without. Essential cookies include cookies such as login cookies and shopping cart cookies.

## Non-essential Cookies

### Functionality Cookies

These cookies are non-necessary and recognise you when you return to a website, remember your preferences, and provide enhanced, more personalised features. These cookies also help to provide you with content relevant to your locale, for example allowing you to see the Site in your preferred language.

### Security, site, and product integrity Cookies

These cookies help keep your account, data, and the Site safe and secure. Such cookies can help us identify and impose additional security measures when someone may be attempting to access a Site account without authorisation, for instance, by rapidly guessing different passwords. These cookies also store information that allows us to recover your account in the event you have forgotten your password or to require additional authorisation if you tell us your account has been hacked.

### Analytics/Performance Cookies

Analytics cookies, along with other information, allow websites to calculate the aggregate number of people using a website and which features of a website are most popular. This information is generally used to improve the website and the way visitors are able to move around it.

The table below sets out more information about the individual cookies we use on this site and the purposes for which they are used.

Cookie Name	1 <sup>st</sup> or 3 <sup>rd</sup> Party	Cookie Type	Purpose	Duration
cookielawinfo-checkbox-necessary	1 <sup>st</sup>	Necessary	This is a website cookie that helps the website to function. It remembers your choice on accepting/declining non-essential cookies. Although you can always change your preferences using the cookie banner.	1 year
cookielawinfo-checkbox-non-necessary	1 <sup>st</sup>	Necessary	This is a website cookie that helps the website to function. It remembers your choice on accepting/declining non-essential cookies. Although you can always change your preferences using the cookie banner.	1 year
cookielawinfo-checkbox-non-necessary	1 <sup>st</sup>	Necessary	This is a website cookie that helps the website to function. It remembers your choice on accepting/declining Analytics cookies. Although you can always change your preferences using the cookie banner.	1 year
_cf_bm	3 <sup>rd</sup>	Necessary	This is a security, Cookie.	1 hour
_GRECAPTCHA	3 <sup>rd</sup>	Necessary	Google ReCAPTCHA service sets this cookie to identify bots to protect the website against malicious spam attacks.	6 months
_ga	3 <sup>rd</sup>	Analytical	This is a Google Analytics cookie. It registers a unique ID that is used to generate statistical data on the use of our Site.  More information can be found here: <a href="http://www.google.com/intl/en/analytics/privacyoverview.html">http://www.google.com/intl/en/analytics/privacyoverview.html</a>	1 year
_gat	3 <sup>rd</sup>	Analytical	This is a Google Analytics cookie. It registers a unique ID that is used to generate statistical data on the use of our Site.  More information can be found here: <a href="http://www.google.com/intl/en/analytics/privacyoverview.html">http://www.google.com/intl/en/analytics/privacyoverview.html</a>	1 year
_gid	3 <sup>rd</sup>	Analytical	This is a Google Analytics cookie. It registers a unique ID that is used to generate statistical data on the use of our Site.  More information can be found here: <a href="http://www.google.com/intl/en/analytics/privacyoverview.html">http://www.google.com/intl/en/analytics/privacyoverview.html</a>	1 year

## Is Consent needed to use Cookies?

**Non-essential Cookies** – We may only store and access non-essential cookies on your device with your permission. You are not obliged to give consent to our use of non-essential cookies. If you do give your consent and then change your mind, you can easily withdraw your consent or opt out.

**Essential Cookies** – Please note that we do not need your consent to store and access essential cookies on your device, although you can still block or delete them.

## How do I refuse, block, or delete Cookies?

When you visit our site, you will be presented with a cookie banner where you can accept or reject our cookies. If you have previously consented to cookies and you change your mind, you can change your preferences, withdraw your consent, or opt out using the cookie banner settings displayed. Or, from the use of cookies generally (not just in respect of our Site) by activating the relevant settings in your browser.

When you access our Site, we will ask you to provide consent for our use of non-essential cookies. We may repeat this request on subsequent visits to our Site, for example if you delete cookies from your browser or we need to request new consents from you. When we seek your consent, you will either be able to provide consent for all non-essential cookies that we would like to use, or you can tailor your cookie preferences (provide consent for some but not all non-essential cookies) using our Cookie Settings.

Further, if you do not want to be globally tracked by Google Analytics, you can install the Google Analytics opt-out browser add-on (but this will only work on certain browsers). For further information on Google Analytics and its use of cookies, please consult the [Google Analytics cookie policy](#).

Please be aware that in order to use some parts of our Site you will need to allow certain essential or functional cookies. If you block or subsequently delete those cookies, some aspects of our Site may not work properly, and you may not be able to access all or part of our Site.

For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

## What about Google Chrome or other browser Cookies?

Separately to our use of Google Analytics cookies, when you access the Site via Google applications such as Google Chrome, Google may collect user information for the purpose of Google serving personalised advertising across your devices. Google is able to place these advertising cookies on the devices used by visitors to the Site because we use Google services to run the Site. However, these cookies are dropped for Google's own purposes and as such we do not have any control over how or when they are dropped. You will need to opt out of receiving these cookies via your Google settings. For further information about these cookies please see: <https://policies.google.com/technologies/types?hl=en-US>. Please note that other browsers may use similar tools.

## Linking to third party Sites

Please note that our Site may link to third party websites which are not operated by us. Where you follow links from our Site to the website of a third party, that website may place different cookies on your device. You should check the relevant privacy notice and/or cookie notice for more information about how that third party uses cookies.

## Transfers of personal data outside the UK and EEA

In connection with our business and for employment, administrative, management and legal purposes, we may transfer your personal data outside the UK and/or EEA to members of our group and processors in the United States and on occasion other jurisdictions in which we are established. Some of our systems are hosted

in the United States. We will ensure that the transfer is lawful and that there are appropriate security arrangements.

Where we need to transfer your information outside of the UK or EEA, we only do so to countries which have been determined by the UK Government and/or European Commission to have an adequate level of data protection or by using a variety of legal mechanisms, including Model Contractual Clauses, to help ensure your data protection rights are respected (or protected).

## Children's Personal Data

We recognise the importance of protecting privacy where children are involved. We do not knowingly collect personal data via our Site or online from children under the age of 13.

We may process children's personal data as part of our market research, health outcomes or observational research projects. However, and as required by applicable law, we do so with the appropriate parental or guardian consent. For more details you can contact us on the details included on page 6.

## Complaints

If you have complaints relating to our processing of your personal data, you should raise these with the **ADELPHI** compliance department; see our Contact details on page 6 or you can raise directly with the relevant supervisory authority.

In the UK: Information Commissioner's Office (ICO). They can be contacted via their website

<https://ico.org.uk/>

In the Netherlands: Autoriteit Persoonsgegevens. They can be contacted via their website

<https://autoriteitpersoonsgegevens.nl>

## Contact details

### **Adelphi Data Protection Officer**

The Adelphi Data Protection Officer (DPO) is registered with the UK Information Commissioner's Office and can be contacted via the Adelphi Group (UK office) contact details.

### **Adelphi Group (UK office), ATTN: DPO/Compliance Department**

Adelphi Mill, Bollington

Cheshire SK10 5JB, UK

Email: [compliance.team@adelphigroup.com](mailto:compliance.team@adelphigroup.com)

Phone: +441625 577 829

### **Adelphi Group (Netherlands office), ATTN: DPO/Compliance Department**

Professor W.H. Keesomlaan 4,

1183 DJ Amstelveen, The Netherlands

Email: [compliance.team@adelphigroup.com](mailto:compliance.team@adelphigroup.com)

### **Adelphi Group (US office), ATTN: DPO/Compliance Department**

2005 South Easton Road, Suite 300, Doylestown, PA 18901

Email: [compliance.team@adelphigroup.com](mailto:compliance.team@adelphigroup.com)

## Data protection representative based in the European Economic Area

If the Adelphi company is based outside the European Economic Area (EEA), and you are an individual in the EEA you can contact our European data protection representative at:

**Adelphi Group (Netherlands office), ATTN: European Data Protection Representative,**

Professor W.H. Keesomlaan 4,  
1183 DJ Amstelveen, The Netherlands  
Email: [compliance.team@adelphigroup.com](mailto:compliance.team@adelphigroup.com)

## Changes to this Privacy Notice

We keep our Privacy Notice under regular review and reserve the right to revise it at any time. There is a date at the beginning of this policy which indicates the date it was updated. Please revisit this policy each time you consider giving personal information.