



# Global Skills Services Ltd

## Cookies and Internet Advertising

Visiting Global Skills Services Ltd's website with your browser settings adjusted to accept cookies or using Global Skills Services Ltd software tells us that you want to use Global Skills Services Ltd's software and services and that you consent to our use of cookies and other technologies to provide them to you as described in this notice and in our Privacy Notice. See below for information on how to modify the settings in your device to notify you when you receive a new cookie and disable cookies altogether.

## Cookies and how we use them

Cookies are unique identifiers that we transfer to your software to enable our systems to recognise your device and to provide features such as 1-Click purchasing, Recommended for you, interest-based advertisements on other Web sites (e.g., Global Skills Services Ltd Associates with content served by Global Skills Services Ltd), and storage of items in your shopping basket between visits. For information on the controllers of your personal information, see Controllers of Personal Information in our Privacy Notice.

We also use cookies for additional purposes, including:

- Identifying you when you sign-in to our site. This allows us to provide you with product recommendations, display personalised content, recognise you as a Prime member, and enable you to use 1-Click purchasing, among other customised features and services we provide.
- Delivering content, including advertisements, relevant to your interests on Global Skills Services Ltd sites and third-party sites. Our interest-based ads are subject to your preferences as described in the next section.
- Keeping track of your specified preferences. This allows us to honour your likes and dislikes, such as whether or not you would like to see interest-based ads. You may generally exercise your preferences through Your Account.
- Keeping track of items stored in your shopping basket.
- Conducting research and diagnostics to improve the Global Skills Services Ltd's services.
- Preventing fraudulent activity.
- Improving security.



## Global Skills Services Ltd

Cookies allow you to take advantage of some of Global Skills Services Ltd's essential features. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Basket, proceed to Checkout, or use any Global Skills Services products and services that require you to Sign in.

### **Cookies and browser settings**

The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer.

### **Internet Advertising**

On Global Skills Services Ltd -owned and operated sites and unaffiliated sites, Global Skills Services Ltd displays interest-based advertising using the information you make available to us when you interact with our sites, content, or services. Interest-based ads, also sometimes referred to as personalised or targeted ads, are displayed to you based on information from activities such as purchasing on our sites, visiting sites that contain Global Skills Services Ltd content or ads.

Like other online ad networks, we use cookies, web beacons (also known as action tags or single-pixel gifs), and other technologies (collectively, "cookies"). Cookies enable us to learn about what ads you see, what ads you click, and other actions you take on our sites and other sites. This allows us to provide you with more useful and relevant ads. For example, if we know what ads you are shown we can be careful not to show you the same ones repeatedly.

We do not associate your interaction with unaffiliated sites with your identity in providing you with interest-based ads. We do not provide any personal information to advertisers or to third-party sites that display our interest-based ads. However, advertisers and other third



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parties (including the ad networks, ad-serving companies, and other service providers they may use) may assume that users who interact with or click on a personalised ad or content are part of the group that the ad or content is directed towards (for example, users in a particular geographical area or users who bought or browsed for classical music). Also, some third-parties may provide us information about you (such as demographic information or sites where you have been shown ads) from offline and online sources that we may use to provide you more relevant and useful advertising.

Third-party advertisers or advertising companies working on their behalf sometimes use technology to serve the advertisements that appear on our sites directly to your browser. They automatically receive your IP address when this happens. They may also use cookies to measure the effectiveness of their advertisements and to personalise advertising content. We do not have access to or control over cookies or other features that advertisers and third party sites may use, and the information practices of these advertisers and third-party websites are not covered by our Privacy Notice or this Cookies & Internet Advertising page. Please contact them directly for more information about their privacy practices.

### Advertising preferences

Global Skills Services Ltd offers you choices about receiving interest-based ads from us. You can choose not to receive interest-based ads from Global Skills Services Ltd You will still see ads but they will not be personalised. Please visit your Advertising Preferences page to learn how to set this preference. Also, as described above, you may modify the settings in most browsers to notify you when you receive a new cookie and disable cookies altogether.

This policy has been approved & authorised by:

<b>Name:</b>	Ranjeet Seerha	<b>Position:</b>	Managing Director
<b>Signature:</b>		<b>Date:</b>	04.07.2021