



THE IN-HOUSE TRAINING COMPANY

THE IN-HOUSE  
CUSTOMER SERVICE  
TRAINING COMPANY

THE  
BOARDROOM EFFECTIVENESS  
COMPANY

## COOKIE POLICY

### BACKGROUND:

Our websites,

[www.maximumperformance.co.uk](http://www.maximumperformance.co.uk)

[www.maximumcoaching.co.uk](http://www.maximumcoaching.co.uk)

[www.maximumhr.co.uk](http://www.maximumhr.co.uk)

[www.tcstc.co.uk](http://www.tcstc.co.uk)

[www.ih-customerservicetraining.co.uk](http://www.ih-customerservicetraining.co.uk)

[www.boardroomeffectiveness.co.uk](http://www.boardroomeffectiveness.co.uk),

use cookies and similar technologies in order to distinguish you from other users. By using cookies, we are able to provide you with a better experience and to improve our sites by better understanding how you use them. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of our Cookie Policy is deemed to occur if you continue using our sites. If you do not agree to our Cookie Policy, please stop using our sites immediately.

### 1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

- |                        |  |
|------------------------|--|
| <b>'cookie'</b>        | means a small file placed on your computer or device by our sites when you visit certain parts of our sites and/or when you use certain features of our sites;   |
| <b>'cookie law'</b>    | means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation ('GDPR');                                 |
| <b>'personal data'</b> | means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by EU Regulation 2016/679 General Data Protection Regulation ('GDPR'); and |

**'we/us/our'** means **either Management Training Solutions Limited** (t/a Maximum Performance, Maximum Coaching and Maximum HR), a company registered in England (company number 3477911), whose registered address and main trading address is 23 The Foresters, Burgundy House, High Street, Harpenden, Hertfordshire AL5 2FB, whose VAT number is 707 3173 50 and whose Data Protection Officer can be contacted via email (Elaine . Durno @ maximumperformance . co . uk [delete spaces if using this address]), by telephone on +44 (0)1582 714280, or by post to our office address **or TIHTC Ltd** (t/a The In-House Training Company, The In-House Customer Service Training Company, The Boardroom Effectiveness Company) a company registered in England (company number 5649324, VAT number 875 3426 02), whose contact details are the same as for Management Training Solutions Limited.

## 2. How Do Our Sites Use Cookies?

- 2.1 Our sites may place and access certain first-party cookies on your computer or device. First-party cookies are those placed directly by us and are used only by us. We use cookies to facilitate and improve your experience of our sites and to provide and improve our products services. We have carefully chosen these cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 2.2 By using our sites, you may also receive certain third-party cookies on your computer or device. Third-party cookies are those placed by websites, services, and/or parties other than us. Third-party cookies are used on our sites primarily to enable us to analyse site usage and also to support your use of social media platforms such as LinkedIn, Facebook and YouTube.
- 2.3 All cookies used by and on our sites are used in accordance with current cookie law. We may use some or all of the following types of cookie:
- 2.3.1 **Strictly Necessary Cookies**
- A cookie would fall into this category if it were essential to the operation of our sites, supporting functions not currently used on our sites such as logging in, a shopping basket, and payment transactions.
- 2.3.2 **Analytics Cookies**
- It is important for us to understand how you use our sites, for example, how efficiently you are able to navigate around it, and what features you use (including which pages you have visited and which links you have visited). Analytics cookies enable us to gather this information, helping us to improve our sites and your experience of them.
- Our sites use analytics services provided by Google Analytics, a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our sites are used. This, in turn, enables us to improve our sites and the products and services offered through them. You do not have to allow us to use these cookies, but our use of them does not pose any risk to your privacy or your safe use of our sites and it does enable us to continually improve our sites, making them a better and more useful experience for you.
- 2.3.3 **Functionality Cookies**
- Functionality cookies would enable us to provide additional functions to you on our sites such as personalisation and remembering your saved preferences.
- 2.3.4 **Targeting Cookies**
- Targeting cookies, were we to use them, would be intended to help us to better understand you and, in turn, to make our sites and advertising more

relevant to your interests. Some information gathered by targeting cookies might also be shared with third parties.

#### 2.3.5 Third-Party Cookies

Third-party cookies are not placed by us; instead, they are placed by third parties that provide services to us and/or to you. The only third-party cookies we currently use are (a) the analytics cookies described above and (b) the cookies that support your use of social media platforms such as LinkedIn, Facebook and YouTube.

#### 2.3.6 Persistent Cookies

Any of the above types of cookie may be a persistent cookie. Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our sites.

#### 2.3.7 Session Cookies

Any of the above types of cookie may be a session cookie. Session cookies are temporary and only remain on your computer or device from the point at which you visit our sites until you close your browser. Session cookies are deleted when you close your browser.

2.4 For more details of the personal data that we collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy (found under the 'Legal notices' section on each of our sites).

2.5 For more specific details of the cookies that we use, please contact us.

### 3. **Consent and Control**

3.1 Before cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those cookies. By giving your consent to the placing of cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of cookies unless those cookies are strictly necessary although certain features of our sites may then not function fully or as intended.

3.2 In addition to the controls that we provide, you can choose to enable or disable cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party cookies. By default, most internet browsers accept cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

### 4. **Changes to this Cookie Policy**

4.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of our sites after the changes have been made. You are therefore advised to check this page from time to time.

4.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

### 5. **Further Information**

5.1 If you would like to know more about how we use cookies, please contact us by email at [elaine.durno@maximumperformance.co.uk](mailto:elaine.durno@maximumperformance.co.uk), by telephone on +44(0) 1582 714280, or by post at 23 The Foresters, Burgundy House, High Street, Harpenden,

Hertfordshire AL5 2FB.

- 5.2 For more information about privacy, data protection and our terms and conditions, please see our Privacy Policy and our Website Terms and Conditions of Use (found under the 'Legal notices' section on each of our sites).