

COOKIE POLICY

We use cookies on our site (www.apolloresearch.com) for a number of purposes. They help us to provide you with a good experience when you browse our website, and also allow us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or use a shopping cart.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users find what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

You can find more information about the individual cookies we use and the purposes for which we use them below.

First-party (Apollo Research) cookies

This website will set some cookies that are essential for the website to operate correctly. These cookies, none of which capture personally identifiable information, are as follows:

- **Visitor ID – this cookie is a numeric value that identifies unique visitors and provides coherence and consistency to a site visit;**

- Page Number – this cookie identifies the page you are on;
- Session ID – this cookie identifies your website session;
- Test – this cookie checks whether or not your browser supports cookies;
- Order – this cookie ensures that your shopping basket works correctly.

Third-party cookies

Our websites will set several types of third-party cookie, and we do not control the operation of any of them. The third-party cookies which may be set include:

- Google Analytics – we use Google Analytics to collect data about website usage. This data does not include personally identifiable information. You can view the Google Privacy Policy here: www.google.com/policies/privacy/.
- Whoisvisiting - we use Whoisvisiting IP Address tracking technology to identify businesses visiting our site and the pages that are being used. This helps us analyse data about web page traffic in order to develop and improve our website for business visitors and market our services on the basis of legitimate interests. You can view the Whoisvisiting Privacy Policy here: <https://www.whoisvisiting.com/privacy-policy/>.
- Leadsius - - we use Leadsius tracking technology to identify businesses visiting our site and the pages that are being used. This helps us analyse data about web page traffic in order to develop and improve our website for business visitors and market our services on the basis of legitimate interests. You can view the Leadsius Privacy Policy here: <https://leadsius.com/privacy-policy/>.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.