

## Cookie Policy for Journey Solutions & PlusBus websites

The **Journey Solutions** partnership / **PLUSBUS** ("PLUSBUS" / "we" / "us" / "our") Cookie Policy.

### 1. What are Cookies?

Cookies are little data files that are placed onto the hardware device which you use to browse the internet (e.g. your Computer, Smartphone or Tablet, your "device") by websites that you visit. Cookies contain information about your visits to that website and the purpose of cookies is to enable our websites to remember you, and your browsing habits, when you visit us again in the future.

### 2. How do we use Cookies?

Cookies perform many different functions, from remembering that you are logged in during visits to what user preferences you may have selected. They also help us to identify which of our web pages are the most popular and what type of journey a visitor has through our site.

Cookies help us plan the content and layout of our site and recognise returning visitors that have been to our site before. They therefore play an important role in helping us to enhance the usability and performance of our site to improve your visits.

In order to help us understand how many visitors we have, which pages are visited, and to help us develop future improvements to our site, reporting and analysis is carried out using Google Analytics who will place cookies on your device. For more information on Google cookies we recommend you visit the Google website at <http://www.google.com/policies/privacy/ads/> which outlines Google's privacy policy and how to opt-out of tracking.

We do not use cookies to collect information that could identify you personally during your visit to our site [we do not have user accounts or log-ins available on our websites]. A list of the cookies that we use when you visit our site is contained in the table below.

Types of cookie that may be used during your visit to our website are:

- Session cookies
- Session and permanent cookies
- Anonymous permanent cookies
- Cookie to individually identify users who have logged in
- Third party cookies

### 3. What Cookies are used by our websites?

Cookie name:	Purpose:
Session cookie	Session cookies enable our website to keep track of your movement from page to page so you don't get asked for the same information you've already given to the site. These cookies allow you to proceed through the pages of our site quickly and easily without having to authenticate or reprocess each new area you visit. They are automatically deleted when you close your web browser
Third party cookies	These are placed by another company (domain) and are used to help us track visitor behaviour and revenue in order for us to measure the performance of our website.

3rd Party cookies:	Purpose:
Google Analytics	To track which pages on the site are most commonly used, the number of visitors to the site, page views, which browsers are used, entry pages etc. We use the information provided to help us improve our site and identify the most popular pages. Cookies last between one month and one year. For more information on Google analytics we recommend you visit the <a href="#">Google analytics website</a> .
Facebook	This cookie is used to pull in 'like' and 'share' functionality into the site; it is loaded on page load, not when the button/link is clicked. For more information read the Facebook Privacy Policy at:- <a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a>
Twitter	This cookie is set at the first load of the twitter application and is required to get access to tweets. For more information read the Twitter Privacy Policy at:- <a href="http://twitter.com/privacy">http://twitter.com/privacy</a>

#### **4. Web beacons**

Web beacons are usually 1 pixel size transparent images that help website owners track the activity of users on certain website pages. They can also send the tracking server (i.e. us, or our technology partners) information in cookies such as whether an HTML email with a web beacon in it has been opened. We use web beacons together with cookies to help us understand how you interact with our website and the emails we send you, to help us improve your experience, to ensure that content is relevant to you, and to better manage our website and email content.

Further details on web beacons, and how to manage them, can be found at:-  
<http://www.allaboutcookies.org/faqs/beacons.html>

#### **5. Can I opt out of cookies?**

Yes. There are a number of options available.

You can control the use of cookies on your device by using the settings in your web browser (e.g. Chrome, Internet Explorer, Firefox). For more detailed information about cookies (including how to manage their use via your browser) go to:- [www.aboutcookies.org/](http://www.aboutcookies.org/).

However, please note if you delete all your cookies, some features of our website may well not function as a result.