COOKIE POLICY

WHAT'S IN THIS POLICY?

Our website, www.rockstarpr.co.uk uses cookies. We will ask you to consent to our use of cookies when you first visit the website. You can also change your preferences at any time by visiting https://rockstarpr.co.uk/cookie-preferences/

DEFINITIONS USED IN THIS DOCUMENT

- "Site" refers to the website www.rockstarpr.co.uk.
- "We", "our", or "us" refer to Rockstar PR.
- "You" or "your" refers to the user of the website.

1. WHO WE ARE AND HOW TO CONTACT US

1.1. We are Rockstar PR, a music public relations and social media consultancy. We are the owners and providers of the Site

1.2. To contact us, please email michelle@rockstarpr.co.uk.

2. ABOUT COOKIES

2.1. A cookie is a file which contains a unique identifier that is sent by a server to your browser and is then stored by your browser. The unique identifier is sent back to the server each time your browser requests a page from the server.

2.2. Cookies can either be "persistent" or '"session" cookies.

- A persistent cookie will be stored by your browser and will remain valid until its expiry date, unless you delete it before the expiry date.

- A session cookie will expire when your session ends and you close your browser.

2.3. Cookies may not contain any personal information that identifies you, but personal data that we store about you may be linked to the information that is stored in and obtained from cookies.

3. COOKIES THAT WE USE

3.1. We use cookies for the following purposes:

Necessary

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies

Name	Details	Expiry
CookieConsent	Stores your cookie consent state for the current domain	1 year
local_storage_support_test	The cookie is used in context with the local-storage function in the browser. This function allows the website to load faster by pre-loading certain procedures	Persistent

Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Details	Expiry
test_cookie	Used to check if your browser supports cookies	1 day
IDE	Used by Google DoubleClick to register and report the your actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to you	1 year

Statistics

Statistics cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Details	Expiry
UTMA	Collects data on the number of times you have visited the website as well as dates for the first and most recent visit. Used by Google Analytics	2 years
UTMB	Registers a timestamp with the exact time of when you accessed the website. Used by Google Analytics to calculate the duration of a website visit	1 day
UTMC	Registers a timestamp with the exact time of when you leave the website. Used by Google Analytics to calculate the duration of a website visit	Session
UTMZ	Collects data on where you came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.	6 months
UTMT	Used to throttle the speed of requests to the server	1 day

Preferences

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Details	Expiry
Lang	Remembers your selected language version of a website	Session

4. COOKIES USED BY OUR SERVICE PROVIDERS

4.1.   Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

4.2. We use Google Analytics. Google Analytics gathers information about the use of our website by means of cookies. The information gathered is used to create reports about the use of our website. You can find out more about Google's use of information by visiting https://www.google.com/policies/privacy/partners/ and you can review Google's privacy policy at https://policies.google.com/privacy.

4.3. We publish Google AdSense advertisements on our website. The advertisements may be personalised to reflect your interests. To help determine your interests Google and its partners use cookies. The relevant cookies served from our website are ads/ga-audiences. The cookies are used to track your previous visits to our website and your visits to other websites. You can opt out of Google's personalised advertising by visiting https://www.google.com/settings/ads and you can opt out of third party cookies use for personalised advertising by visiting http://www.aboutads.info. You can review Google's privacy policy at https://policies.google.com/privacy.

4.4. We use a Facebook pixel on our website. Using the pixel, Facebook collects information about the users and use of our website. The information is used to personalise Facebook advertisements and to analyse the use of our website. To find out more about the Facebook pixel and about Facebook's use of personal data generally, see the Facebook cookie policy at https://www.facebook.com/policies/cookies/ and the Facebook privacy policy at https://www.facebook.com/about/privacy. The Facebook cookie policy includes information about controlling Facebook's use of cookies to show you advertisements. If you are a registered Facebook user, you can adjust how advertisements are targeted by following the instructions at https://www.facebook.com/help/568137493302217.

4.5. We use YouTube embeds on our website to provide you with video footage. This service uses cookies to assess your bandwidth for video playback, register your location, keep statistics on the videos you have seen and record your user preferences for video playback. You can view the privacy policy of this service provider at https://policies.google.com/privacy.

4.6. We use Spotify embeds to provide direct links to our artists music. This service uses cookies to implement audio-content from Spotify on the Site.They can also be used to register user interaction and preferences in context with audio-content. You can view the Spotify Cookie Policy here https://www.spotify.com/in/legal/cookies-policy/ and also review their Privacy Policy here https://www.spotify.com/in/legal/privacy-policy/

4.7. We use Twitter cookies which can allow you to share information directly from our Site to your Twitter account. You can view the Twitter Cookie Policy here https://help.twitter.com/en/rules-and-policies/twitter-cookies and review their Privacy Policy here https://twitter.com/en/privacy

5. MANAGING COOKIES

5.1. Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary, however you can obtain up to date information about blocking and deleting cookies via these links:

- Safari:
  https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac

- Edge:
  https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy

- Internet Explorer:
  https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies

- Chrome:
  https://support.google.com/chrome/answer/95647

- Firefox:
  https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

- Opera:
  https://help.opera.com/en/latest/security-and-privacy/

5.2. If you block cookies, you will not be able to use all the features on our website.

6. COOKIE PREFERENCES

6.1. You can manage your preferences relating to the use of our cookies by visiting https://rockstarpr.co.uk/cookie-preferences/

Thank you for visiting our Site.