



Privacy and the “Cookie Law”

Due to new European legislation of the E-Privacy Directive 2009/136/EC – the so-called “Cookie Law” – 77Agency has undertaken an internal review of its tracking techniques and assessed their level of intrusiveness in terms of privacy following the best practices defined by the ICO - Information Commissioner’s Office – and the ICC UK - International Chamber of Commerce UK.

77tracking sets session and persistent cookies - either HTTP(S) or Flash – and transparent gifs to measure the performance and improve the effectiveness of the adverts shown and to keep track of clicks and actions. Cookies have a limited lifespan, reasonably set in accordance with their specific purpose. 77tracking does not collect personal information or combine traffic data – such as the IP address – with any other information it may retrieve. All information is stored on servers in the European Union and is not shared with other third parties.

For further information, please refer to the:

- *Guidance on the rules on use of cookies and similar technologies*, by the ICO, and
- *ICC UK Cookie guide*, by the ICC.

If you have any further questions, or require the technical and developer documentation about our tracking techniques, please do not hesitate to contact us via support@77tracking.com