## Cookie Policy

It is important to us at The Murthy Clinic and Harley Street Dr Limited that you know what information we collect about you through the use of our website. Here are the types of information we collect about you when you use our website.

## **Usage Data**

We may collect information automatically about how our website is used on different computers and devices. This does not include any personal information but can include things like your web browser type and version, the pages you looked at, when you visited our website and for how long, as well as technical information that could identify your device (including your Internet Protocol address).

## **Tracking Cookies**

Cookies are tiny files that are stored on your computer or device which are used to collect usage data and are sometimes required for specific features on our service. This allows us to analyse our website and find where we can improve.

Your web browser has the ability to refuse all cookies or to let you know when a cookie is being used. We suggest consulting the Help section of your browser or taking a look at the About Cookies website which offers guidance for all modern browsers for how to do this.

## **Google Analytics**

Google Analytics is a web analytics service offered by Google Inc that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our website. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network. Google are not based in the European Union.

You can opt-out of having made your activity on our website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>