

## **BROCHUREXEC COOKIE NOTICE**

This Cookie Notice applies to the digital services of InPost Response, including our customer account portal, [BrochureXec](#). InPost Response Limited is a company registered in the United Kingdom with registration number 01471252. Our registered address is Moray House, 23-35 Great Titchfield Street, London, W1W 7PA, United Kingdom.

Like many websites, we use cookies to make our website function, but also to improve and customise your experience. The purpose of this Cookie Notice is to explain what cookies are and how they work, the types of cookies we deploy on our Sites and their purpose, and your rights in relation to the use and storage of cookies on your device.

Upon your first login to BrochureXec, you will be presented with a pop-up banner. This banner will inform you that cookies are in use on our site and ask for acceptance to deploy these on your device. If you click 'accept', we will assume that you are happy for the use of cookies and similar technologies during your Site visit. You can change your web or mobile device browser settings to block the use of cookies.

InPost Response may update this notice as required from time to time to reflect changes in our use of cookies on BrochureXec. Please review this notice periodically to review any changes. If we make a material change, we will make that clear at the time.

If you have any questions on our use of cookies on BrochureXec, please contact us at [datateam@inpost.co.uk](mailto:datateam@inpost.co.uk).

### **ALL ABOUT COOKIES**

#### **What is a cookie?**

A cookie (or internet cookie) is a small text file of data created by a web server while a user is browsing a website. This small file is shared by our website to your desktop or mobile web browser. These cookies store limited information from a web browser session on the website that can then be retrieved in the future, for example, where you revisit our website on the same device. At this stage, your web browser shall return the data of the cookie to our site's server, which shall remember and relaunch your data from the previous session. A cookie can be thought of as an internet user's identification card, which allows us to recognise you in the future.

#### **How do they work?**

Cookies work in a few different ways. Cookies can allow websites to distinguish you from other users by identifying you as a specific user and recalling data from your previous session (if any). Cookies can also improve your experience when you browse a website by offering personalisation such as customised advertising, and to monitor website performance and allow the website owner to make improvements where necessary. Cookies can also be used for tracking website user behaviour, such as items or pages previously viewed, how long spent on the website, how frequent your visits are to that site and actions taken on the site, which may indicate your interest in a particular item or service.

Personal data such as your name, email address, home address are not collected by cookies. This would however be collected if you provide this data to us directly, for example, through a

contact form or at account registration. For information on wider data processing, please see the BrochureXec Privacy Notice above.

### **Types of cookies**

There are various types of cookies that a website may deploy. These are split into several categories:

**Session (or transient) cookies** are used only when journeying through a website and shall only be stored on your device for the length of that browsing session, after which they are automatically deleted when browser page is closed. These cookies ease functionality in terms of your browsers 'back' button and allowing you to navigate from page to page on the website.

**Persistent (or "Permanent") cookies** in contrast to session cookies, remain on your device indefinitely unless cleared. Some cookies may have a built-in expiration date however this is long after the session ends. Persistent cookies are usually utilised for authentication purposes, for example, where you log into an account on the website using a username and password. They are also used to collect information about the numbers of visitors, the average time spent on a page and analyse behaviour on the website.

**Persistent cookies – Tracking** are used for a prolonged period as above, however tracking cookies are used specifically to track multiple website visits over a set period. These cookies will collect usage and behaviour information during your website sessions, such as pages visited, most frequented pages and how long you spend on each page. This information can be used to build a 'profile' of that user and may indicate areas of particular interest.

Internet cookies can be further split into two general categories: first-party cookies and third-party cookies. The applicable category depends on who deploys the cookie.

**First-party cookies** are set by the website and are essential for providing you with a seamless browsing experience. They help the website owner remember your preferences, improve site functionality, and analyse how our website is used. These cookies do not track your activity on other websites and are only used to enhance your experience on that particular site. You can manage or disable these cookies through your browser settings, but this may affect certain site features.

**Third-party cookies** are set by external services that the website may use, such as analytic providers, advertising networks and social media platforms. These cookies help understand website traffic, improve marketing efforts and provide relevant advertisements. These may track your browsing activity across different websites. You can manage your cookie preferences through your browser settings.

### **Cookie Functionality Types**

Cookies take many different forms and serve various purposes. Because of this, it helps to categorise Cookies into specific groups, based on the nature of their functionality. This also helps Site visitors to decide on the level of cookie use they are comfortable with (if any).

- **Essential cookies** are placed automatically on your device whenever you access our BrochureXec portal or perform specific actions whilst logged into the site. These cookies are necessary for a website to function and generally do not require user consent. Without

the functionality of essential cookies, it would not be possible to use and navigate our site and access its features.

- **Non-essential Cookies** are the opposite of essential cookies. Our site is not contingent on these cookies to function, and user consent is required to use non-essential cookies. Examples of non-essential cookies would be advertising cookies, social networking tracking cookies, analytical cookies. Non-essential cookies include:
  - **Functional cookies:** cookies that enable a website to provide enhanced functionality and personalisation. They remember choices users make (such as language preferences, region selection and login details) and ensure the website functions as intended. While not essential for the website or app to operate, functional cookies improve the user experience by retaining preferences and settings across user sessions.
  - **Performance cookies:** cookies that collect anonymous data on how visitors use a website, such as which pages are visited most frequently or if there are any errors. They help us understand and improve the site’s performance, ensuring a better user experience. These cookies do not collect personal information and are used solely for analytics and performance monitoring.
  - **Advertising cookies:** cookies that are used to deliver targeted advertisements to users based on their interests and browsing habits. These cookies track users across websites to create “profiles” based on their usage and interests, and display relevant ads based on those profiles. They can also limit the number of times a user sees an ad and help measure the effectiveness of advertising campaigns.

## OUR USE OF COOKIES

InPost Response uses the services of selected companies to provide specific cookie functionality to our BrochureXec site, for example, Google Analytics 4. Specific cookies used are detailed as follows:

Cookie Type	Cookie Name	First or Third Party?	Purpose
Google Analytics 4	._ga	Third	Used to store Client ID (randomly generated ID). This means the cookie can generate data about the visitor’s actions such as if visitor is a returning user or not, and actions taken on website (pages visited, interactions). ._ga is assigned upon a user’s first visit to our website and has a default lifespan of 12 months.
Microsoft	.ASPXAUTH	First	This cookie is used to identify authenticated users once they have logged in. This tells our website you are who you say you are (so you don’t have to log in again on each page). The lifespan of this cookie is the length of the user session.
Microsoft	ASP.NET_SessionID	First	This cookie is used to maintain a user’s session across different web pages (e.g.

			keeping your place in an order process or remembering what page you were on). The lifespan of this cookie is the length of each user session
Custom	tradegate	First	This essential cookie maintains a user's authenticated session after logging into the TradeGate portal. This cookie is HttpOnly and Secure. It ensures that users can navigate across pages without having to re-enter login credentials. The lifespan of this cookie is 11 months.

### HOW DO I RESTRICT USE OF COOKIES?

You can restrict or block most cookies that are set by our BrochureXec, or any website generally, by activating the setting in your web or mobile device internet browser that disallows the use of all or some optional cookies. However, by doing so this may result in a reduced functionality of the site.

If you are unclear on how to change your web browser settings, you can visit [www.aboutcookies.org](http://www.aboutcookies.org), which is an independent website that contains comprehensive information on how to do this on a wide variety of browsers. You will also find more general information about cookies. For more information on your rights in relation to the use of cookies, please see the UK's Information Commissioner's Office's [helpful guidance](#).

### CHANGES TO THIS COOKIE NOTICE

We may update this notice from time-to-time by posting a new version on our website, please check regularly to be aware of any updates. Any new version is valid upon publication.

If you have any questions or concerns in relation to this Cookie Notice, or use of cookies on our site, please contact us directly at [datateam@inpost.co.uk](mailto:datateam@inpost.co.uk).

This notice was last updated in June 2025.