

COOKIE POLICY

April 2019

BACKGROUND:

This website www.lcg.com (“Our Site”) uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, we are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Site or when you press the “Continue” button on Our Cookie banner. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

Definitions and Interpretation

1.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

“Cookie”	means a small file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site;
“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation (“GDPR”);
“personal data”	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by EU Regulation 2016/679 General Data Protection Regulation (“GDPR”); and
“We/Us/Our”	means London Capital Group Limited, a limited company registered in England and Wales under company number 3218125, whose registered address is 3 rd Floor, 80 Cheapside, London EC2V 6EEf and authorised and regulated by the Financial Conduct Authority (FCA) under the company's registration number of: 182110.

How Does Our Site Use Cookies?

2.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

2.2 By using Our Site, you may also receive certain third-party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Site for tracking, performance marketing and Analysis reasons. For more details, please refer to section 4 below.

All Cookies used by and on Our Site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:

2.3.1 Essential Cookies

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, adapt our site content based on your previous access, e.g. language settings, live streaming prices, detect your browser settings, and allow the site to optimise accordingly.

2.3.2 Functionality Cookies

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.

2.3.3 Marketing and Analytics Cookies

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests.

2.4 Cookies on Our Site are not permanent and will expire on a specific period depending on the purpose of the cookie.

2.5 For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy

2.6 For more specific details of the Cookies that We use, please refer to the table below.

3. What Cookies Does Our Site Use?

3.1 The following Essential Cookies may be placed on your computer or device: 3.2 The following Performance Cookies may be placed on your computer or device:

Type of cookie	Cookie Provider	Purpose
Incapsula Functional	Incapsula	Anonymous cookies that allow visitors to navigate around our Site, use its features and access secure areas.
LCG Functional	LCG	Adapt our site content based on your previous access, eg language settings
Wistia Functional	Wistia	These cookies enhance our performance on our website.

3.2 The following Performance Cookies may be placed on your computer or device:

Type of cookie	Cookie Provider	Purpose
Incapsula Performance	Incapsula	To monitor and enhance the performance of content delivery
LCG Performance	LCG	To monitor and enhance the performance of the website
Wistia Performance	Wistia	To monitor and enhance the performance of media on the website
Livechatinc Performance	LivechatInc	To monitor and enhance the performance of the livechat application on our website

3.3 Our Site uses Marketing and analytics services provided by Google, DoubleClick DFA, Facebook, LinkedIn, Twitter etc. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site, products and services offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

3.4 The Marketing and analytics services used by Our Site uses analytics Cookies to gather the required information.

3.5 The Marketing and analytics services used by Our Site uses the following analytics Cookies:

Type of cookie	Cookie Provider	Purpose
LCG Tracking	LCG	Identify client and non-client visitors, and establish the source site of new clients
DoubleClick	DoubleClick DFA	Enable visitor analysis. Serve user-tailored ads in pre-set locations
Google Adwords	Google	Google Adwords uses cookies to improve advertising.

Google Analytics	Google	Google Analytics uses cookies to improve advertising across Google advertising platforms.
LinkedIn	LinkedIn	Cookies and other advertisement technology such as beacons, pixels, and tags help us serve relevant advertisements to you more effectively.
Twitter	Twitter	Our services use cookies and other similar technologies, such as pixels or local storage, to help provide you with a better, faster, and safer experience.
AD Form Juicer	AD Form Juicer	Track users through the site Customize experience when using the Service

4. Consent and Control

4.1 Before Cookies are placed on your computer or device, you will be shown a banner requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. If you do not agree to the placing of Cookies you should consider stopping the use of our Site.

4.2 In addition to that, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

4.3 The pages below provide instructions on how to control Cookies in all mainstream browsers (copy and paste into your browser):

4.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

4.3.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

4.3.3. Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

4.3.4 Safari (macOS):
https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

4.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>

4.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

4.3.7 Android:
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en>
(Please refer to your device's documentation for manufacturers' own browsers)

5. Changes to this Cookie Policy

5.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Site after the changes have been made. We will inform you in case the Cookie Policy is updated.

5.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.