MORRIS & COMPANY

MORRIS GROUP

COOKIE POLICY

This policy has been adopted by:

MORRIS & COMPANY

Morris & Company (Shrewsbury) Limited (Company number 5041054);
Morris & Company Limited (Company number 0185693);

MORRIS PROPERTY

Morris Property Limited (Company number 3033776);

MARRINGTON ESCAPES

Marrington Escapes Limited (Company number 06796208)

and all other subsidiaries of Morris & Company (Shrewsbury) Limited (Company number 5041054) from time and time together referred to as the Morris Group.

1. **POLICY STATEMENT**

1.1 This policy outlines what cookies we use, why and what actions you can take in respect of our use of cookies.

1.2 This policy should be read alongside the other Morris Group data and information policies.

2. **TERMINOLOGY:**

2.1 "We" and "Company" means Morris & Company (Shrewsbury) Limited including Morris Property Limited, Morris & Company Limited, Marrington Escapes Limited and any other Company within the Morris Group or any trading division of Morris & Company (Shrewsbury) Limited.

2.2 'Cookie' – A cookie is a small file of data which we store on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive from the web server and are used to customise aspects of web pages and save any login information.

3. **WHY THIS POLICY EXISTS**

We have a Cookie policy to explain what data we collect, how we collect it and how a user can select which cookies, if any, are used.

4. **OUR USE OF COOKIES**

4.1 Our website uses cookies to distinguish you from other users of our website. This helps us to enhance your experience. We use cookies to:

(a) Keep the website running as you'd expect (keeping you logged in as you browse different webpages)

(b) Remember your preferences allowing us to show you personalised content.

(c) Let you share things you like on your social networks.

(d) Store some of your details, such as your log in details at your request

4.2   Cookies also allow us to evaluate and improve our site. They allow us to view visitor levels, the types of devices our visitors are using, which pages people navigate to most frequently and how visitors have arrived at our site (search engines or direct links).

4.3   We will never use cookies to:

(a) Store any personal information (unless you request we store your login details)

(b) Pass your information onto third parties

4.4   By continuing to browse the site, you are agreeing to our use of cookies.

4.5   We use the following cookies:

(a) **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services (where provided).

(b) **Analytical/performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website. This helps us to improve the way our website works and ensure that users find what they are looking for easily.

(c) **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

(d) **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

4.6   You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Morris & Company – *www.morrisandco.com*			
Cookie Name	**Purpose / Information Recorded**	**Retention Period**	**Necessary Cookie?**
Google Recaptcha _GRECAPTCHA	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.	6 months	y
CookieScriptConsent	This cookie is used by Cookie-Script.com service to remember visitor cookie consent preferences. It is necessary for Cookie-Script.com cookie banner to work properly.	1 month	Y
Google Universal Analytics -ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	1 year 1 month	N - Performance
Google Analytics _ga_9SHMCPPDD3 _ga_X00W5XQWFN	This cookie is used by Google Analytics to persist session state.	1 year 1 month	N - Performance
Google Analytics _gid	This cookie is set by Google Analytics. It stores and update a unique value for each page	1 day	N - Performance

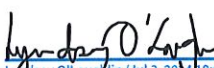| Cookie Name	Purpose / Information Recorded	Retention Period	Necessary Cookie?
	visited and is used to count and track pageviews.		
Google Analytics _gat_gtag_UA_353 16740_2	This cookie is part of Google Analytics and is used to limit requests (throttle request rate).	59 seconds	N - Targeting
Youtube VISITOR_INFO1_LIV E	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the Youtube interface.	6 months	N - Targeting
Youtube Ysc	This cookie is set by YouTube to track views of embedded videos.	Session	N - Targeting
MS Clarity _clck	Persists the Clarity User ID and preferences, unique to that site is attributed to the same user ID.	Session	N - Targeting
MS Clarity _clsk	Connects multiple page views by a user into a single Clarity session recording.	Session	N - Targeting
MS Clarity CLID	Identifies the first-time Clarity saw this user on any site using Clarity.	Session	N - Targeting
MS Clarity ANONCHK	Indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	Session	N - Targeting
MS Clarity MR	Indicates whether to refresh MUID	Session	N - Targeting
MS Clarity MUID	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	Session	N - Targeting
MS Clarity SM	Used in synchronizing the MUID across Microsoft domains.	Session	N - Targeting

Morris Property – www.morrisproperty.co.uk			
Cookie Name	Purpose / Information Recorded	Retention Period	Necessary Cookie?
Fonts.net _cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	30 minutes	Y
JSP JSESSIONID	General purpose platform session cookie, used by sites written in JSP. Usually used to maintain an anonymous user session by the server.	Session	Y
CookieScriptConse nt	This cookie is used by Cookie-Script.com service to remember visitor cookie consent preferences. It is necessary for Cookie-Script.com cookie banner to work properly.	1 month	Y
Google Recaptcha _GRECAPTCHA	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.	6 months	Y
Google Analytics _ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a	1 year 1 month	N - Performance

	randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.		
Google Analytics _gat_UA-205119646-1	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	60 seconds	N - Performance
Google Analytics _ga_JMFJZF43LD	This cookie is used by Google Analytics to persist session state.	1 year 1 month	N - Performance
Google Analytics _gid	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.	1 day	N - Performance
Double click IDE	This cookie is set by Doubleclick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	1 year	N - Targeting
Meta _fbp	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months	N - Targeting
Google Adsense _gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 months	N - Targeting
Youtube VISITOR_INFO1_LIVE	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the Youtube interface.	6 months	N - Targeting
Youtube YSC	This cookie is set by YouTube to track views of embedded videos.	Session	N - Targeting
MS Clarity _clck	Persists the Clarity User ID and preferences, unique to that site is attributed to the same user ID.	Session	N - Targeting
MS Clarity _clsk	Connects multiple page views by a user into a single Clarity session recording.	Session	N - Targeting
MS Clarity CLID	Identifies the first-time Clarity saw this user on any site using Clarity.	Session	N - Targeting
MS Clarity ANONCHK	Indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	Session	N - Targeting
MS Clarity MR	Indicates whether to refresh MUID	Session	N - Targeting
MS Clarity MUID	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	Session	N - Targeting
MS Clarity SM	Used in synchronizing the MUID across Microsoft domains.	Session	N - Targeting

Marrington Escapes Limited – www.marringtonescapes.com			
Cookie Name	**Purpose / Information Recorded**	**Retention Period**	**Necessary Cookie?**
Google Recaptcha _GRECAPTCHA	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.	6 months	Y
CookieScriptConsent	This cookie is used by Cookie-Script.com service to remember visitor cookie consent preferences. It is necessary for Cookie-Script.com cookie banner to work properly.	1 month	Y
Google Analytics _ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	1 year 1 month	N - Performance
Google Analytics _ga_1WTJLBBT58	This cookie is used by Google Analytics to persist session state.	1 year 1 month	N - Performance
Youtube VISITOR_INFO1_LIVE	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the Youtube interface.	6 months	N - Targeting
Youtube YSC	This cookie is set by YouTube to track views of embedded videos.	Session	N - Targeting

5.   OPTING OUT OF COOKIES

5.1   On entering our website for the first time you will be greeted by a pop-up which will allow you to customise your cookie choices. Any cookies you permit will then be downloaded onto your computer and will remain there until the end of the retention period specified in the table above.

5.2   Cookies strictly necessary for the function of our website will always be active, you cannot opt out from these. As with 5.1 above these cookies will remain on your computer until the end of the retention period. Disabling/cleaning these cookies within the retention period is your responsibility.

Signed: Lyndsey O'Loughlin (Jul 3, 2024 18:01 GMT+2)

          On behalf of the Morris Group

Date: **Jul 3, 2024**