

## Cookie policy

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Leapfrog Lettings Limited, (Registered office; 4 Torver Way, Skelton, Cleveland. TS12 2WQ, Registration No: 8454446) is committed to protecting your personal information, being transparent about what data we hold and giving you control over how we use it. Leapfrog Lettings Limited is a processor of information for our trading name Leapfrog Lettings and Sales.

Whenever you use our website, information may be collected through the use of cookies and we would recommend reading our COOKIES policy for more information about this.

If you are interested in the legal recommendations, we recommend visiting the Informations Commissioners Office website ([www.ico.gov.uk](http://www.ico.gov.uk)). The ICO regulated data protection and e-privacy in the UK so there is a vast amount of useful guidance on their website.

Our website use cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our websites and also allows us to improve them. By continuing to browse our website, you are agreeing to our use of cookies. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device. For further information visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Types of cookies we use:-**

#### **Essential cookies**

These cookies are essential in order to enable you to browse our websites and use their features.

#### **Performance cookies**

These cookies collect information about how visitors use a website, for instance which pages people visit most often. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

#### **Functionality cookies**

These cookies allow our websites to remember choices you make (such as your user name) and provide enhanced, more personal features.

#### **Targeting cookies**

These cookies are used to deliver adverts more relevant to you. The adverts are placed by an advertising network on other websites with our permission by remembering that you have visited our websites.

The following cookies may be stored on your computer:

Cookie	Name	Purpose
Essential: Website cookie (for online enquiry forms)	ICFUSERSESSION	This cookie is essential for the online enquiry forms to operate fully and is set upon your arrival to our Leapfrog website.. This cookie is deleted when you close your browser.
Essential: Website cookie (for user authentication)	ICFUSERAUTH	This cookie is essential for use of Leapfrog's website and is set upon your arrival. This cookie is deleted when you close your browser.
Essential: Website cookie (for cookie notice)	ICFEUDIRECTIVE	This cookie is essential for use of Leapfrog's website and is set upon your arrival to remember that you have been presented with our cookie notice. This cookie will expire after 1 year.
Essential: Website cookie (for optimum content display)	ICFPREFERENCE	This cookie is essential for use of Leapfrog's website and is set upon your arrival) to remember which parts of the website you have previously visited to ensure the content is as relevant to you as possible. This cookie will expire after 30 days a year.
Performance: Google Analytics	_utma _utmb _utmc _utmz	<p>These cookies are used to collect information about how visitors use our websites (excluding Cumberland Internet Banking). We use the information to compile reports, help us make sure that our websites are available to use at all times, optimise visitors' experience of the websites and help us improve the websites. The cookies collect information in an anonymous form, including the number of visitors to the websites, where visitors have come to the websites from and the pages they visited. <a href="#">Click here for an overview of privacy at Google.</a></p> <p>For more information about Google Analytics <a href="#">visit Google Analytics website</a>, and to opt out of being tracked by Google Analytics across all websites visit <a href="#">Google Opt-Out</a>.</p>
Targeting: Google Adwords		<p>Our websites use the Google AdWords remarketing service to advertise our products and services on other websites (including Google) to previous visitors to our sites. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Any data collected will be used in accordance with our own privacy policy and Google's privacy policy. No personally identifiable data is collected or stored. This is a third party cookie.</p> <p>You can control the ads that you see on Google and find out more about how the ads are selected for you by visiting <a href="http://www.google.com/settings/ads">www.google.com/settings/ads</a>.</p> <p>Alternatively, you can also manage and opt-out of Google Adwords and other third party cookies by visiting <a href="http://www.youronlinechoices.com/uk/your-ad-choices">www.youronlinechoices.com/uk/your-ad-choices</a>.</p>

<p>Targeting: Social Media</p>		<p>We use Facebook, Twitter and LinkedIn remarketing services to advertise our content, products and services on these social media channels to previous visitors to our site. Any data collected will be used in accordance with our own privacy policy and the social network's privacy policy. Detail around how you may opt out of receiving these cookies are found in the links below:</p> <p>Cookie policy:</p> <ul style="list-style-type: none"> <li>• <a href="#">Facebook</a></li> <li>• <a href="#">Twitter</a></li> <li>• <a href="https://help.instagram.com/1896641480634370?ref=ig">https://help.instagram.com/1896641480634370?ref=ig</a></li> </ul> <p>Privacy policy:</p> <ul style="list-style-type: none"> <li>• <a href="#">Facebook</a></li> <li>• <a href="#">Twitter</a></li> <li>• <a href="https://help.instagram.com/519522125107875?helpref=page_content">https://help.instagram.com/519522125107875?helpref=page_content</a></li> </ul>
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### Log Files and Statistics

Leapfrog may use IP addresses, URLs of requested resources, timestamps and HTTP user agents to administer the system, analyse trends and gather broad demographic information for aggregate use. In addition to this we may use third party services to monitor your use of our website, including Google Analytics, a web analytics service provided by Google, Inc ('Google'). This information allows Us to track how many visitors we have, how often they visit and where they originated from. It also gives the ability to gather which terms were used when searching for properties.

### Third Party Websites

We are not responsible for the practices employed by Third Party Websites linked to or from our Website nor the information or content contained therein. Often links to other websites are provided solely as reference points to information on topics that may be useful to the users of our Website. Please remember that when You use a link to go from our Website to a Third-Party Website, our Privacy Policy will no longer apply. Your browsing and interaction on any other Website, including Third Party Websites, which have a link on our Website, are subject to that Website's own Privacy Policy.

### Our Details

Leapfrog Lettings Limited (trading as Leapfrog Lettings and Sales) is registered in England and Wales under company number 8454446 Its registered office is at 4 Torver Way, Skelton, Cleveland. TS12 2WQ. You can contact us as follows:-

Email: [hello@leapfroglettingsandsales.co.uk](mailto:hello@leapfroglettingsandsales.co.uk)  
 Web: [www.leapfroglettingsandsales.co.uk](http://www.leapfroglettingsandsales.co.uk)  
 Telephone: +44 (0)1287 653333

In writing: FAO Mrs Sarah Hartley, Managing Director, Leapfrog Lettings and Sales, 4 Torver Way, Skelton, Cleveland. TS12 2WQ.