REACH

Cookie policy

June 2025

REACH cookie policy

Taylor Wessing LLP respects the privacy of visitors using the Reach Website and App. You can review our Privacy Policy for more details on the personal data that we use on the Reach Website and App.

This policy applies to the use of cookies in combination with any pixels, local storage objects and similar devices, and technologies (collectively "Cookies") that we or our permitted service providers may use in connection with your interaction with the Reach Website, the Reach App and our online content (collectively referred to in this policy as "Our Website"), to enable the effective operation of Our Website. This policy explains how we use Cookies, when your consent is required, how they are used on Our Website and provides you with information as to how you can exercise your rights in relation to the Cookies.

What are Cookies?

Cookies are in effect, small data files that are placed on the browser of a visitor's device when accessing online content and by which it is possible to recognise that device when it interacts with or returns to Our Websites. Cookies help us to provide a better experience by enabling us to monitor the online content our visitors find useful and by gathering and remembering information about our users' preferences, such as which language to display or font size to present.

There are different types of Cookies:

- **Session cookies** – these cookies last only for the duration of your session on Our Website and expire when you close your browser.
- **Persistent cookies** - these cookies remain on a visitor's device for the period of time specified in the Cookie. They are activated each time that the visitor visits Our Website.
- Cookies that are served by our Website are called **'First party cookies'** (indicated as "Reach" below) whereas cookies that are served from a separate site are called **'Third party cookies'**.

Web beacons and SDKs

Web beacons (also called 'pixel tags' or GIFs) are small image file elements placed within web pages and web-based messaging, such as newsletters that work together with cookies to recognise visitors and how they interact with that content. Using these tools we can better understand which content is of interest to our visitors. An SDK is a piece of data code that is included in mobile applications and works in a similar way.

Cookies and personal data

Cookies and similar technologies use unique codes that act as an identifier and can be treated as "personal data" under European data protection law. This is because they can enable the user of a device to be uniquely recognised as the same user, even if their 'real world' identity is unknown. Cookies are also typically used in combination with other identifiers such as the IP address for your device which is automatically assigned to that device by your internet service provider and shared by your device when online content is requested and displayed. IP addresses can be logged automatically in our server log files whenever Our Website is accessed and can be associated with Cookies unless separate IP anonymization features are enabled.

Our Website contains essential and non-essential Cookies. Essential Cookies are required for Our Website to work. We do not need your consent to operate essential Cookies on Our Website. We do require your consent for non-essential Cookies. You do not need to allow non-essential Cookies to visit our Website. However, enabling non-essential Cookies may allow for a more tailored browsing experience.

We are the data controller for the processing of personal data in connection with Cookies and tracking used on Our Website.

Our use of Cookies

There are different categories of Cookies as set out below. The table below sets out the different Categories of Cookies, how they function, which Cookies we use and the reason why we use them. For more information on the personal data that we collect with Cookies, please refer to our privacy policy.

Service	Name	Type	Purpose	Duration
Hivebrite	_hivebrite_session_store	Essential	To allow registered users to authenticate and perform account-related functions	Session
Hivebrite	Cookies_constent_list_fo	Essential	To record which cookies the user gives consent for	6 months
Hivebrite	remember_user_token	Essential	To keep the session open	Session
LinkedIn	last_linkedin_sync	Essential	For signing in with your LinkedIn account	2 months
Datadog	_dd_s	Essential	Used to omintor application health	Session
Launch Darkly	tracker	Essential	Used to control the release of new features	30 days

Satismeter	sm_anonymous_id	Surveys	To identify anonymous visitors on subsequent visits and avoid asking them the same thing twice.	1 year
Hivebrite	hivebrite-connect	Essential	To differentiate between connected and non-connected users	1 year
Hivebrite	hivebrite.	Essential	To record user preferences such as language	1 year
X (formerly Twitter)	metrics_token	Functional	Displyaing Twitter feeds/posts in the Live Feed of the Platform	43 days
X (formerly Twitter)	personalization_id	Functional	Displaying Twitter feeds/posts in the Live Feed of the Platform	2 years
X (formerly Twitter)	tfw_exp	Functional	Displyaing Twitter feeds/posts in the Live Feed of the Platform	2 weeks
X (formerly Twitter	lang.	Functional	Displyaing Twitter feeds/posts in the Live Feed of the Platform	Session
Amplitude	Amplitude (Trackers) amp_242acf	Tracking	For tracking the traffic and gathering analytics on platform usage	1 year

Our communications

Where you receive a communication from us such as a marketing email, event invitation or other direct promotional electronic communication, we may collect information using Cookies about you in the following ways:

■ View as web page: If you click on the "view it as a web page" link, a session cookie is passed in the link so that the web page is personalised in the same way as the email.

■ Links to web pages: If you click on any web link in the communication through to our Website, we pass a cookie in the link to the web page which we use to log such activity on our database.

■ Unsubscribe: If you click unsubscribe, we will automatically log this information on our database. If you unsubscribe from any email communication, invitation or alert we send to you, we will continue to store your personal data on a "marketing suppression list" so as to record your preference.

Social plugins

We have implemented Social plugins from social networks so that you can share anything of interest to you with your colleagues and connections through your social networks. Our Website may contain social plugins to LinkedIn (referred to as "social platform").

With every visit to our Website, that carries a LinkedIn plugin, your browser will set up a direct connection to the social platform servers. In the process the social platform server will recognise which of our websites, applications or content you are currently visiting.

If you are a member of LinkedIn and you are logged-in while you are visiting our Website, the social platform will assign this information to your personal user account. By interaction with the plugin, e.g. by clicking a like button or similar symbol, this information will be sent via your browser directly to the social platform where it will be stored on your respective personal user account. The information that you share from Our Website, will be transmitted to LinkedIn.

We would like to point out that we, as the provider of this website, have no knowledge of the content of the transmitted data or its use by LinkedIn.

We neither control the data LinkedIn collects through the plugin, nor over the extent of that data collected by LinkedIn. We also have no knowledge of the content of the data transmitted to LinkedIn. For details about LinkedIn's data collection practices and your rights and preferences, please see LinkedIn's privacy policies.

How can you control Cookies?

You have the right to decide whether to accept or reject non-essential Cookies. You can exercise your cookie preferences when you first arrive at our Website where you will see a cookie banner and consent management tool and link to this policy. You can also resurface the cookie consent tool via our Website should you wish to check or change your preferences at any future point

More generally you can also control your cookie preferences via your device. How you can do this will depend on the browser you use. Most browsers, for example Microsoft and Google, have dedicated privacy pages that explain how sites collect, handle, and pass on information to third parties. Further details on how to disable Cookies for the most popular browsers are set out at allaboutcookies.org.

The effect of disabling non-essential Cookies depends on which Cookies you disable, but in general Our Website may not operate properly if all the non- essential Cookies are switched off.

Changes to this policy

We may from time to time make changes to this policy. Any changes will be published on our privacy notices at https://reach.taylorwessing.com/ and will be effective as of the date of publication. This policy was last updated in June 2025.

TaylorWessing