

Suite 1, The Manor Ballroom, 4. St Margarets Green, Ipswich, Suffolk, IP4 2BP

Tel: 07356 083596 info@ipswichparkingservices.co.uk

## **IP Addresses and Cookies**

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The small collection of data is used to analyse the use of the website and to improve on services that Ipswich Parking Services provide. General internet usage is collected by using a cookie file which is stored on the hard drive of your computer.

Cookies contain information that is transferred to your computer's hard drive. Cookies enable us:

- ➤ To estimate usage patterns including times of use. This helps Ipswich Parking Services to provide a smoother service at a possible peak time.
- To store information about your preferences, but to not save any personal information about you as a person or any details added into any data boxes.
- > To speed up your searches on how to find us.
- > To recognise you when you return to our site. This allows us to figure a pattern as to how the customer base is working where applicable.

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