

Cookies and Privacy Policy

1. Cookies Policy

What are cookies?

Cookies are data files that are stored on your computer or other smart device mobile device by a website's server. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier, website's domain name, and some digits and numbers.

Cookies are useful as they allow us to recognise a user's device and its preferences in order to allow our website to work, or work more efficiently.

Fulcrum's use of cookies

Fulcrum uses the following types of cookies:

- *Necessary cookies*

Necessary cookies allow us to offer you the best possible experience when accessing and navigating through our website and using its features. For example, these cookies let us recognize that you have created an account and have logged into that account.

- *Functionality cookies*

Functionality cookies let us operate the site in accordance with the choices you make. For example, we will recognize your username and remember how you customized the site during future visits.

- *Analytical cookies*

These cookies enable us and third-party services to collect aggregated data for statistical purposes on how our visitors use the website. These cookies do not contain personal information such as names and email addresses and are used to help us improve your user experience of the website.

2. Privacy Policy

We will also use the information we collect about you in order to inform you about changes to our services and occasionally other information that we think may be of interest to you. If you do not wish to be kept informed by Fulcrum of information that we think might be of interest to you please let us know by (i) via email to ir@fulcrumasset.com (ii) by using the Unsubscribe option in Fulcrum's emails; or (iii) by writing to Fulcrum at its London Office's address. See Fulcrum's Data Privacy Policy [here](#).

We use ProFundCom as our marketing automation platform. ProFundCom is used for the marketing automation part of our distribution mechanism and enables contacts to be sent emails with information, news and insights on our products and services. ProFundCom will track digital behaviour such as emails opened and parts of the website that have been visited. The purpose of this is to provide our customers with the best possible service, support and communication. The information transferred to ProFundCom will be processed in accordance with our Privacy Policy as well as their privacy policy and terms.