

Cookie
Policy

February
2016

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政策

2016 年 2
月

LLMAXTM
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LMAX Limited Cookie Policy

Effective date: February 2016

Introduction

LMAX Limited (**we, us, our, ours** and **ourselves** as appropriate) respect your right to privacy and is committed to protecting it. Please read the following carefully to ensure you understand our views and practices regarding your personal data and the use of cookies. By visiting our website, www.LMAX.com, (**Website**), and any subdomains of this Website, you are accepting and consenting to the practices described in this Cookie Policy.

What are ‘cookies’?

Cookies are small data files that are downloaded to a user's computer, phone or tablet when you visit a website. Most web browsers automatically accept cookies. They help website operators to, for example, recognise a user that has visited a website previously and to analyse behaviour in order to improve the user experience. Further details on the cookies used on our Website and their purposes are set out below.

What cookies will be used and for what purpose?

Performance cookies

In order to improve user experience on our Website, evaluate the performance of our content and fix technical issues or errors on pages or web forms we use performance and analytics tools, including from third parties, such as Google Analytics. These cookies collect information such as the number of user visits or returning visitors to a website. These cookies cannot however be used to identify a user and are used to generate aggregate data.

Targeting or Marketing cookies

As part of our marketing initiatives these cookies collect information about your browsing habits (e.g. which source a particular visit is coming from) and inferred interests in order to make advertising

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简介

LMAX limited (以下在恰当时称为“本公司”、“我们的”和“我们”) 尊重并致力于保护您的隐私权。请仔细阅读下文, 以确保您了解本公司关于您的个人数据以及使用 cookies 的主张和做法。一旦访问本公司网站 www.LMAX.com (简称为“网站”) 及其任意子域名, 就表示您接受和同意本 Cookie 政策所述的做法。

什么是“cookies”?

cookies 是当用户浏览网站时下载到其电脑、手机或平板电脑里的小型数据文件。大多数网页浏览器自动接受 cookies。这些 cookies 可帮助网站运营者识别曾经浏览过该网站的用户并分析其行为, 以提高用户体验。请参阅下文中有本公司网站所用 cookies 及其相关目的详情。

我们使用什么 cookies 且有何目的?

性能 cookies

为了改善本网站的用户体验, 评估网站内容性能并修复网页或网站表格的技术问题或错误, 我们使用性能及分析工具, 包括 Google Analytics 等第三方提供的工具。这类 cookies 收集诸如网站访问量或网站老用户浏览量等信息。但这类 cookies 不能用于甄别用户身份, 可用于生成综合数据。

受众或营销 cookies

作为市场营销计划的一部分, 这类 cookies 收集的信息包括您的浏览习惯 (例如某次访问信息的来源) 及据此推断

more relevant to you. They are also used to limit the number of times you see an advert, as well as to measure the effectiveness and performance of an advertising campaign. Some of these cookies are placed by our third-party advertising networks. They remember the other websites that you visit and this information is shared with third-party organisations, for example advertisers.

Strictly necessary cookies

These cookies are essential in order to enable you to browse our Website and use its features. The information collected by these cookies relate to the operation of our Website, for example to authenticate you securely onto our Website and to verify that you are still connected to our Website in order to keep your session stable until you sign out.

Functionality cookies

These cookies enable our Website to remember choices you make and your personal preferences such as log in details in order to improve the user experience, for example by avoiding you having to re-enter these details on each visit to our Website.

How long will the cookies remain?

This single session cookie is a temporary cookie which remains in the cookie file of your browser until you close the browser.

The other cookies will remain in the cookie file of your browser after the closing of the browser, and will become active again when you reopen the Website. These cookies have different expiration dates. Following expiry of a cookie, a new version of that cookie will be downloaded when you next visit the Website, unless you have withdrawn your consent in the meantime.

Third party cookies

Some cookies are provided on our behalf by trusted third party service providers to aid with user experience, reporting of user behaviour, market research, providing advertisements according to user's interests and improving the Website functionality for example.

得出的兴趣点，以便为您提供相关的广告。它们也用于限制广告观看数量和衡量广告推广活动的效益和业绩。部分 cookies 放置在第三方广告网络中。它们会将您访问的其他网站信息记录下来，本公司与广告商等第三方机构共享此信息。

严格必要的 cookies

这些是确保您能浏览本网站并使用其性能所必需的 cookies。这类 cookies 所收集的信息与网站运行有关，例如允许您安全登录本网站，证明您依然在访问本网站，以便在您退出网站前保持会话的稳定性。

功能 cookies

这类 cookies 帮助本网站记录您的选择及个人偏好，如详细的登陆信息等，以便改善用户体验，例如您每次访问本网站时无需再次录入这些登录信息。

cookies 可以持续存在多长时间？

单次会话 cookie 属于临时 cookie，只在您关闭浏览器前存在于浏览器的 cookie 文件夹内。

而其他类型的 cookies 在浏览器关闭后会依然保存在浏览器的 cookie 文件夹中。这些 cookies 的失效日期各不相同。一个 cookie 失效后，除非您同时撤回了同意，否则当您再次浏览本网站就会下载一个新的 cookie。

第三方 cookies

可靠的第三方服务供应商代表本公司提供部分 cookies，用于辅助用户体验，报告用户行为，开展市场调查，根据用户的兴趣点提供广告推广和改善网站功能等。我们分析这些用户行为，以提供更好的用户体验。

This user behaviour is analysed in order to provide an improved user experience.

How do I turn cookies off?

You do not have to accept cookies, but if you opt to turn off or delete cookies generated via our Website, it may not perform as it has been designed to, possibly reducing the functionality on our Website, the options available to you, as well as the performance of our Website during your visit.

All modern browsers allow you to change your cookie settings. These settings will typically be found in the 'options' or 'preferences' menu of your browser.

Useful links

If you would like to find out more information about the usage of cookies on the Internet, please see the following links: www.allaboutcookies.org or www.youronlinechoices.eu which gives information about privacy issues around internet advertising.

Contact

If you would like further information or have any questions regarding our Cookie Policy please contact us.

Email info@lmax.com

Telephone +44 203 192 2555

Address LMAX Limited, Yellow Building, 1A Nicholas Road, London, W11 4A

如何禁用 cookies?

您并非一定要接受 cookies，但是如果您选择关闭或删除本网站生成的 cookies，在您访问本网站时，网站运行可能无法达到其设计要求，本网站功能、用户选项及性能或会受限。

所有新型浏览器皆允许您修改 cookie 的设置。这些设置常见于浏览器菜单的“选项”或“偏好设置”中。

相关链接

如果您想要了解更多关于互联网上使用 cookies 的信息，请浏览下列链接：www.allaboutcookies.org 或 www.youronlinechoices.eu，这些链接可为您提供互联网广告隐私方面的信息。

联系方式

如果您需要更多信息或有任何疑问，请联系我们。

电邮 info@lmax.com

电话 +44 203 192 2555

地址 LMAX Limited, Yellow Building, 1A Nicholas Road, London, W11 4A