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- enhance your visit to our site, facilitate user administration including detection of mobile devices and to provide you with content tailored to your interests based on your usage of the site;
- ease your browsing experience by optimizing and improving the use of web forms, analyzing user behavior to improve usability of the site and track your preferences;
- enable you to order our goods and services through our online shop, including use of a shopping basket;
- administer a customer online account, including remembering log-in details and language selection for the (i) 16pf[®] instrument and (ii) Hilson[™] and public safety related suite of products, and related systems and other applications; and
- understand how our online advertising and marketing campaigns and promotions are working in order to improve our site design and offers and promotions, and to assess the effectiveness of our marketing campaigns.

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