

## Website cookie policy

### 1) Cookies and similar technologies

A cookie is a small text file which is placed onto your computer or electronic device when you access our website. Similar technologies include web beacons, action tags, local shared objects ('flash cookies') and single-pixel gifs. Such technologies can be used to track users' actions and activities, and to store information about them. We use these cookies and/or similar technologies on this website for the following purposes:

To keep track of the items stored in your shopping basket; to obtain information about your preferences, online movements and use of the internet; to target our marketing and advertising campaigns.

### 2) Information collected

We may obtain information about your computer or any other electronic device which you use to access our website, such as your IP address, your browser and/or other internet log information. We will treat this information as your personal information.

In certain circumstances we may also collect personal information about you but only where you voluntarily provide it (e.g by completing an online form) or where you purchase goods or services from us.

### 3) Consent for cookies

In most cases we will need your consent in order to use cookies on this website. The exception is where the cookie is essential in order for us to provide you with a service you have requested, or essential to the inherent functionality of the website (e.g to enable you to store items in a shopping basket and/or to use our check-out process).

Where we wish to use cookies that require your consent you will be asked whether you consent to the use of cookies in the following manner:

On the first occasion a pop-up will ask the user to consent by clicking a checkbox. This preference will then be stored for the future.

Thereafter you will be provided with an opportunity to opt-out of the use of cookies which can be done in the following manner:

A banner will be shown to all users who have consented to cookies being used, which will ask them if they wish to opt-out of the use of such technologies.

#### 4) Third-party cookies

We work with third party suppliers who may also set cookies on our website. These cookies and their third party owners, are included in the table below. By consenting to the use of cookies on our site you will be consenting to the use of these cookies. These cookies may be used to collect the following information:

Your IP address and time of visit;  
The fact that you have visited our website;  
Your name and facebook profile.

#### 5) Cookies and similar technologies used on this website

The following cookies/similar technologies are used on this website:

##### Third Party Cookies:

(Name of Cookie --- Owner --- Purpose)

Google Analytics - Google - to track website traffic and utilisation;  
Facebook Audience - Facebook - to build re-marketing lists for use on facebook;  
Twitter Analytics - Twitter - to track twitter users on the website.

##### Cookies owned by the operator of this website:

(Name of Cookie --- Purpose)

Shopping Basket - To store items added to basket by users;  
Checkout - To store user details for easier checkout;  
A/B - to store user usage choices for the purposes of analysis and testing.

For further information on cookies generally visit [aboutcookies.org](http://aboutcookies.org) or the Information Commissioner's webpage on cookies [ico.org.uk/for-the-public/online/cookies/](http://ico.org.uk/for-the-public/online/cookies/)