

## **What Are Cookies?**

Cookies are pieces of data, normally stored in text files, that websites place on visitors' computers to store a range of information, usually specific to that visitor – or rather the device they are using to view the site – like the browser or mobile phone.

They were created to overcome a limitation in web technology. Web pages are 'stateless' – which means that they have no memory, and cannot easily pass information between each other. So, cookies provide a kind of memory for web pages.

Cookies allow you to login on one page, then move around to other pages and stay logged in. They allow you to set preferences for the display of a page, and for these to be remembered the next time you return to it.

Cookies can also be used to watch the pages you visit between sites, which allows advertisers to build up a picture of your interests. Then when you land on a site that shows one of their adverts – they can tailor it to those interests. This is known as 'behavioural advertising'.

Almost all websites use cookies in some way or another, and every page you visit in those sites writes cookies to your computer and receives them back from it.

Cookies are incredibly useful – they allow modern websites to work the way people have come to expect – with ever increasing levels of personalisation and rich interactive functionality.

However, they can also be used to manipulate your web experience in ways you might not expect, or like. It could be to your benefit, or the benefit of someone else – even a business or organisation that you have never had any direct contact with, or perhaps heard of.

It is impossible to tell just by looking at them, whether particular cookies are benefitting you or another party. You have to rely on the website you are visiting to tell you how it uses cookies.

## **Which cookies do we use on our Website?**

We use cookies on our Websites to manage sign-ups, to provide personalized websites and to customize advertising and other content to reflect your particular needs and interests. Cookies can also be used to compile anonymous, aggregate statistics that allow us to understand how the public uses our Websites and help to improve its structure and content. We cannot verify your personal identity from this information. You can modify your browser settings to reject some or all cookies, except the absolutely necessary ones. Be aware that some features are only available through the use of cookies and if you choose to opt out of cookies, these features may not be available.

Generally there are the following categories of cookies used on our Websites.

- **Necessary cookies**

The necessary, otherwise, absolutely necessary cookies, are essential for the proper functioning of our Websites, allow you to browse and use their functions, such as access to safe areas or use the shopping cart. These cookies do not recognize your personal identity. Without these cookies, we can not offer effective operation of our Websites.

- **Functionality Cookies (Preferences)**

These cookies allow the Websites to remember the user's choices such as username, language or region, in order to provide improved and personalized functions. They can also be used to provide user-requested services, such as video viewing or social media use. The information collected by these cookies may become anonymous and it is not possible to track browsing activity on other websites. If you do not accept these cookies, the performance and functionality of the Websites may be affected and your access to its content may be limited.

- **Performance Cookies (Statistics)**

These cookies collect information about how visitors use our Websites, for example, which pages they visit most often and whether they receive error messages from websites. These cookies collect aggregate, anonymous information that does not identify a visitor. They are used exclusively to improve the performance of a website.

- **Marketing Cookies**

These cookies are used to provide content that best suits you and your interests. They can be used to send targeted advertising / bids, limit ad impressions, or measure the effectiveness of an advertising campaign. These cookies may be used to remember the websites you have visited to determine which online marketing channels are most effective and allow us to reward external websites and affiliates who have referred you to us.

- **Third Party Cookies**

These cookies are placed by our partners on our behalf. With these cookies they collect data on the performance of the ads and your interaction with our Websites. This data may be used by our affiliates above to draw statistical conclusions and improve your advertising experience as a visitor.  
How to check cookies?

It is at your discretion to revoke, whenever you want, to consent or to oppose the use of cookies on your computer or device, as well as to check and / or delete cookies.

## **Where can you find more information about the general use of cookies?**

More information on the general use of cookies, as well as the methods of excluding or restricting them, can be found at [//cookiepedia.co.uk/all-about-cookies](http://cookiepedia.co.uk/all-about-cookies) and [//www.allaboutcookies.org/](http://www.allaboutcookies.org/).

In case you wish to enable or disable the use of cookies from the browser settings, you can visit the following websites and be informed about the necessary actions you need to take.

- Internet Explorer: [//support.microsoft.com/kb/278835](http://support.microsoft.com/kb/278835)
- Firefox: [//support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored](http://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored)
- Chrome: [//support.google.com/accounts/answer/61416?hl=en](http://support.google.com/accounts/answer/61416?hl=en)
- Safari: [//support.apple.com/kb/PH5042](http://support.apple.com/kb/PH5042)
- Safari for iPad and iPhone: [//support.apple.com/kb/HT1677](http://support.apple.com/kb/HT1677)