

## COOKIE POLICY

### Use of Cookies on our website

We use cookies to collect information about your online preference. Cookies are small pieces of information sent by a web server to a web browser which allows the server to uniquely identify the browser on each page.

We use the following categories of cookies on our website:

#### Category 1: Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features. Without these cookies, services you have asked for such as remembering your login details or shopping basket items cannot be provided.

#### Category 2: Performance Cookies

These cookies collect information on how people use our Website. For example, we use Google Analytics to collect information about your use of the Website. Google Analytics collects information such as how often users visit the Website, what pages users visit, and what other sites they visited prior to or after coming to the Website. More information on how Google Analytics uses your data can be found at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). Google Analytics and other performance cookies help us understand how customers arrive at, browse or use our Website and highlight areas where we can improve areas such as navigation, shopping experience and marketing campaigns.

#### Category 3: Functionality Cookies

These cookies remember choices you make such as the country you visit our website from, language and search parameters such as size, colour or product line. These can then be used to provide you with an experience more appropriate to your selections and to make the visits more tailored and pleasant. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

#### Category 4: Targeting cookies or advertising cookies

These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advert as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third party advertising networks. They remember the websites you visit and that information is shared with other parties such as advertisers. For example, we use third party companies such as Doubleclick to provide you with more personalised adverts when visiting other websites.

#### Category 5: Social Media Cookies

These cookies allow you to share what you've been doing on the website on social media such as Facebook and Twitter. These cookies are not within our control. Please refer to the respective privacy policies for how their cookies work.

If you want to delete any cookies that are already on your computer, please refer to the help and support area on your internet browser for instructions on how to locate the file or directory that stores cookies.

Please note that by deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our site.

By accessing a Website or the Software from Apple iOS and Android devices, you consent to cookies being stored to your device (and other tracking technologies being used to read data from your device) for the following purposes: keeping you logged in, ensuring that an appropriate version of content is presented, analytics and advertising. Many of these cookies and technologies are essential to the operation of the application. It is not currently possible to opt out or remove these cookies (or prevent use of these technologies) from the device without deleting the application.

To find out more about cookies please visit: [www.allaboutcookies.org](http://www.allaboutcookies.org) or see [www.youronlinechoices.eu](http://www.youronlinechoices.eu) which contains further information about behavioural advertising and online privacy.

#### **Use of Web Beacons.**

Some of our Website may contain electronic images known as Web beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. We may also use these in marketing messages. Web beacons collect only limited information which including a cookie number, time and date of a page view, and a description of the page on which the Web beacon resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry are only used to track the effectiveness of a particular campaign.