# **Cookie Policy**

#### Use of Cookies on our website

We use cookies to collect information about how you use our website. 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:

## **Strictly Necessary Cookies**

These cookies are essential in order to enable you to move around the website and use its features.

#### **Performance Cookies**

These cookies collect anonymous information on how people use our Website. For example, we use Google Analytics cookies to help us understand how customers arrive at our sites, browse or use our sites and highlight areas where we can improve areas such as navigation, shopping experience and marketing campaigns. The data stored by these cookies never shows personal details from which your individual identity can be established.

## **Functionality Cookies**

These cookies remember choices you make such as the country or region you visit our website from, language and search parameters such as age of children. 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.

### 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 to provide you with more personalised adverts when visiting other websites.

#### **Social Media Cookies**

These cookies allow you to share what you've been doing on our 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.

To opt out of being tracked by Google Analytics across all websites visit <a href="http://tools.google.com/dlpage/gaoptout">http://tools.google.com/dlpage/gaoptout</a>.

More information on deleting or controlling cookies is available at <a href="www.allaboutcookies.org">www.allaboutcookies.org</a>. 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.