

Cookie Policy

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INFORMATION ABOUT OUR USE OF COOKIES

Our website uses **cookies** to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of **cookies**.

A **cookie** is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. **Cookies** contain information that is transferred to your computer's hard drive.

We use the following **cookies**:

- **Strictly necessary cookies.** These are **cookies** that are required for the operation of our website. They include, for example, **cookies** that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These **cookies** record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the content displayed on it more relevant to your interests. We may also share this information with third parties to allow relevant advertising on their websites. For example, we use AdRoll to personalise your advertising experience. You can view their privacy policy here: <https://www.adrollgroup.com/privacy>

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You can find more information about individual **cookies** we use and the purposes for which we use them from the examples in the table below:

Cookie Name / Vendor	Purpose	More information
SQ_SYSTEM_SESSION	This session cookie is set by the software which runs our website and is essential for the operation of the website	
cookies_info	Informs us if you have seen and accepted our cookie notice	
country	Informs us of which country you are viewing the site from in order to deliver you relevant content / products / services	
Google Analytics: _ga _gat_UA-78744223-1 _gid	Using Google Analytics cookies allows us to see general information regarding site usage, from numbers visiting, duration of visit and pages looked at. This allows us to understand better the service and content we deliver for you.	To opt out of Google Analytics, please <u>visit</u> : https://tools.google.com/dlpage/gaoptout/ To find out more information about the Google Analytics security and privacy principles please visit: https://support.google.com/analytics/answer/6004245
DoubleClick Google Remarketing Advertising.com Facebook	Cookies and / or “pixels” from vendors such as these allow us to promote our products and services in a smarter fashion. They tell us, for example; where and when a visitor clicked on an advert; if that visitor made an enquiry; and if relevant, allows us to deliver an advert to that person on another website.	

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Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use **cookies**, over which we have no control. These **cookies** are likely to be analytical/performance **cookies** or targeting **cookies**.

For example

You block **cookies** by activating the setting on your browser that allows you to refuse the setting of all or some **cookies**. However, if you use your browser settings to block all **cookies** (including essential **cookies**) you may not be able to access all or parts of our site.

Ends