

Website cookie policy

Use of cookies

A cookie is a small text file which is placed onto your computer (or other electronic device) when you access our website. We use cookies on this website to:

- keep track of the items stored in your shopping basket and take you through the checkout process;
- recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our visitor and customer requirements and interests;
- target our marketing and advertising campaigns more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer (or other electronic device) such as your IP address, your browser and/or other internet log information, this will not usually identify you personally. In certain circumstances we may collect personal information about you - but only where you voluntarily provide it (eg by completing an online form) or where you purchase goods or services from us.

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 (eg to enable you to put items in your shopping basket and use our check-out process).

Consent

If you visit our website when your browser is set to accept cookies, we will interpret this as an indication that you consent to our use of cookies and other similar technologies as described in this website cookie policy. If you change your mind in the future about letting us use cookies, you can modify the settings of your browser to reject cookies or disable cookies completely.

Third-party cookies

We work with third party suppliers who may also set cookies on our website, for example Google Analytics, Google Adwords, Microsoft Bing, Hotjar, You Tube which we use to display video content. These third-party suppliers are responsible for the cookies they set on our site. If you want further information please go to the website for the relevant third party. No identifiable information is collected by these cookies - all gathered data is aggregated and therefore anonymous. The cookies we use simply allow us to monitor and improve the performance of our Website in general, and improve and personalise each user's experience on this Site

You will find additional information in the table below.

Description of cookies

The table below provides more information about the cookies we use and why:

Name of cookie	Owner	Purpose for the cookie
Google Analytics	Google Inc	This is a web analytics service provided by Google Inc which uses cookies to show us how visitors found and explored our site, and how we can enhance their experience. It provides us with information about the behaviour of our visitors (eg how long they stayed on the site, the average number of pages viewed) and also tells us how many visitors we have had.
Google Adwords	Google Inc	This allows us to track conversions from paid search links found by customers searching from Google's browser
Microsoft Bing Adwords	Microsoft Bing	This allows us to track conversions from paid search links found by customers searching from Microsoft Bing's browser
Hotjar	Hotjar Ltd	This allows to record customer sessions on our website to enable us to better understand the customer usability of our website
You Tube	You Tube	This is used to allow presentation of useful videos on our websites

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For

further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.