



Cookies Policy Version 1.0

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Cookies Policy

We use cookies to help us to make our website more useful and personal for you.

By using this website and our other online services you agree that we can store and access cookies and data about your use of our website as described on this page.

You can learn more about cookies and how we use them, as well as how to change your personal cookie settings below.

What are cookies?

Cookies are small files that are placed on your computer by websites that you visit or certain emails you open. They are widely used to make websites function properly as well as to provide business and marketing information.

How we use cookies

We may use cookies to collect information about your use of our website and our other online services. For more details on how we collect and handle your personal information, see our [privacy policy](#).

Our website uses persistent cookies and session cookies:

- **Persistent cookies** remain on your device for the period specified in the cookie. As an example, we use persistent cookies to recognise you each time you visit our website and to remember your preferences.
- **Session cookies** are created when you visit our website and are automatically deleted when you close your browser. As an example, we use these cookies to link your actions during a single session on our website and to make sure that our website performs reliably.

Where we offer products with commercial partners, they can also set third-party cookies on your device when you visit our website. We and our partners may use **third-party cookies** to provide more relevant information and advertising, to understand our users better, to keep our website functioning reliably and to help us deliver our services.

What cookies do we use?

Our cookies fall into the following categories:

- **Strictly necessary cookies** are essential to help you efficiently move around the website and use its features, such as accessing secure areas of the website. Without these cookies, we cannot provide certain services (like logging in or building reports).

Examples of how we use strictly necessary cookies include:

- balancing website traffic to ensure users receive a consistent and reliable service.
- limiting traffic to key parts of the website to maintain performance levels.
- storing your acceptance of our privacy policy, cookies policy and website terms of use, without which access is not granted to our website.
- managing the performance of the website during high traffic periods.

- **Performance/statistics cookies** collect information about how visitors use our website and are only used to improve how our website works. Without these cookies, we will receive less detailed information about how you use our website.

Examples of how we use performance/statistics cookies include:

- collecting statistics about which pages visitors go to most often.
- reviewing any error messages users see while browsing.
- gathering feedback through customer satisfaction surveys.
- gaining insight into how visitors use our website.

- **Functionality/preferences cookies** allow our website to remember choices you make and information you provide, and to offer enhanced personal features. These cookies may also be used to enable services you have asked for such as watching a video. These cookies cannot track your browsing activity on other websites. Without these cookies you may find that certain non-essential features on our website don't work, and you may find that our website is less convenient and reliable.

Examples of how we use functionality/preferences cookies include:

- remembering your account choices and presenting relevant content.
- keeping track of your searches and product usage when you have logged in.
- personalising your experience so you receive content that is relevant to you.
- remembering details of partially completed transactions.

- testing different designs before making them permanent for all users to optimise the design experience so you find our site easier to use.
- remembering who you are when you come back to our website.
- **Targeting/marketing cookies** remember your visits to our website, and are used to help us and our partners deliver advertising that is more relevant to you and your interests. They include third-party cookies placed by our partners and other advertisers who share cookie data with us. These cookies can also help us to limit the number of times you see an advertisement and to measure the effectiveness of an advertising campaign. Without these cookies you are likely to see less personalised advertising on websites and some of our partner offers may not work as expected.

Examples of how we use targeting/marketing cookies include:

- allowing our website to serve up different versions of a page for marketing purposes.
- allowing third parties to display appropriate advertising and to track its effectiveness.
- displaying messages which offer a selection of products based on your viewing behaviour on our website and other selected websites.
- understanding our customers and members (including their online behaviour) that then drives all kinds of data-led usage. This may include sharing and receiving cookies with third parties from time to time.

Controlling and deleting cookies on your device

You can use your browser settings to disable or delete cookies.

If you disable cookies in your browser, some areas of our website may not function properly or be accessible.

If you delete your existing cookies:

- We will no longer know that you've opted out of online behavioural advertising, so the banners from our third-party advertisers will reappear when you visit other selected websites.
- We will no longer automatically remember some information that you have provided to us (such as your language and country preferences), and you may be asked to provide this information again.

What is behavioural advertising?

Online behavioural advertising (also known as interest-based advertising) is a way of serving advertisements on the websites you visit and making them more relevant to you and your interests.

Behavioural advertising works by grouping web users with shared interests together based on their previous browsing activity, and then serving advertisements to those users to match their interests. In this way, advertising can be made as relevant and useful as possible.

Relevant advertisements can also be delivered based upon the website content you have just been viewing. This is known as **retargeting**.

Opting out of online behavioural means that advertising that you do see is likely to be less relevant to your interests. However, opting out

- does not mean that the advertising of our products and services on our own websites will stop being personalised to your interests.
- may not stop all online behavioural advertising because it only applies to those third-party advertising agencies that have signed up to those services.
- does not mean that there will be no more advertising on this website or other websites you access.