

## BACKGROUND:

This website <<insert website name>> uses Cookies and similar technologies in order to be able to provide you with a better understanding of how you use Our Site and that you understand it. You agree that you understand it. You agree that you continue using Our Site by clicking the "accept">> button on Our Site [when you have selected the description of prompt, e.g. "continue">> button]. If you do not want to use Our Site immediately.

## 1. Definitions and Interpretation

1.1 In this Cookie Policy, the following expressions have the following meaning:

**"Cookie"**

**"Cookie Law"**

**"personal data"**

**"We/Us/Our"**

## 2. Information About Us

2.1 Our Site is [owned and operated by <<insert company name>>, a limited company registered in <<insert country>> under company number <<insert company number>>, whose registered address is <<insert address>> and whose main trading address is <<insert address>>].

2.2 [Our VAT number is <<insert VAT number>>].

2.3 [Our Data Protection Officer is <<insert name>>, whose email address is <<insert email address>>, or by post at <<insert address>>].

2.4 [We are regulated by <<insert regulator(s)>>].

Our Site") uses Cookies and similar technologies in order to be able to provide you with a better understanding of how you use Our Site and that you understand it. You agree that you continue using Our Site by clicking the "accept">> button on Our Site [when you have selected the description of prompt, e.g. "continue">> button]. If you do not want to use Our Site immediately.

otherwise requires, the following

placed on your computer or device when you visit certain parts of Our Site and use certain features of Our Site;

parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and the UK GDPR];

data that relates to an identifiable natural person, directly or indirectly identified from or identifiable by the UK GDPR and the Data Protection Legislation");

business name>> [a limited company registered under company number <<insert company number>>, whose registered address is <<insert address>> and whose main trading address is <<insert address>>].

insert business name>> [a limited company registered under company number <<insert company number>>, whose registered address is <<insert address>> and whose main trading address is <<insert address>>].

name>>, and can be contacted by email at <<insert email address>>, or by post at <<insert address>>].

regulator(s)>>].

- 2.5 [We are a member of the following association(s) etc.>>.]
- 2.6 [<<insert further information>>]

### 3. How Does Our Site Use Cookies?

- 3.1 Our Site may place Cookies on your computer or device. First party Cookies are placed directly by Us and are used only to improve your experience of Our Site [products] **AND/OR** [services]. We have carefully chosen the Cookies we use and taken steps to ensure that your privacy and personal data are respected at all times.
- 3.2 By using Our Site, you agree that we may store or retrieve certain third party Cookies on your computer or device. These Cookies are those placed by websites, services, and/or partners that we use. Third party Cookies are used on Our Site for <<Insert Description of Third Party Cookies, e.g. advertising services>>. For more information, see section 4 below.
- 3.3 All Cookies used by Us are used in accordance with current Cookie Law. We may use the following types of Cookie:
- 3.3.1 Strictly Necessary Cookies
- A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment processing.
- 3.3.2 Analytics Cookies
- It is important for Us to know how you use Our Site, for example, how efficient it is, what you like, what you hate around it, and what features you use. Analytics Cookies help us to gather this information, helping Us to improve your experience of it.
- 3.3.3 Functionality Cookies
- Functionality Cookies provide additional functions to you on Our Site such as remembering your saved preferences. Some Cookies may also be strictly necessary to that category.
- 3.3.4 Targeting Cookies
- It is important for Us to know how you use Our Site, and how often you visit Our Site, and which pages you have visited (including which pages you have visited). As with analytics Cookies, this information helps Us to understand you and, in turn, to make Our Site as relevant to your interests. [Some Targeting Cookies may also be shared with third parties.]
- 3.3.5 Third Party Advertising Cookies
- Third party Advertising Cookies are placed by Us; instead, they are placed by third parties on Our Site to Us and/or to you. Third party Advertising Cookies are used to provide services to serve up tailored advertising to you by third parties providing analytics services to Us. These Cookies work in the same way as analytics Cookies.
- 3.3.6 Persistent Cookies

Any of the Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

#### 3.3.7 Session Cookies

Any of the a Session Cookies are not stored on your computer or device from the point you close your browser. Session Cookies are deleted from your computer or device when you close your browser.

3.4 Cookies on Our Site and will expire [after <<insert period>>] OR [as instructed by <<insert link>>].

3.5 For more details of how we collect and use, the measures we have in place to protect your legal rights, and our legal obligations, please refer to <<insert link>>.

3.6 For more specific details on the Cookies We use, please refer to the table below.

### 4. What Cookies Does Our Site Use?

4.1 The following first party Cookies are stored on your computer or device:

Name of Cookie	Purpose & Description
<<insert file name>>	<<insert use of cookie description>>
<<insert file name>>	<<insert use of cookie description>>
<<insert file name>>	<<insert use of cookie description>>

4.2 The following third party Cookies are stored on your computer or device:

Name of Cookie	Purpose & Description
<<insert file name>>	<<insert use of cookie description>>
<<insert file name>>	<<insert use of cookie description>>
<<insert file name>>	<<insert use of cookie description>>

4.3 Our Site uses analytics Service Provider(s) to collect and analyse anonymous data about how Our Site is used by you and other users of [products] AND/OR to use these Cookies to improve your privacy or your experience on Our Site, and to improve Our Site, marketing and advertising.

4.4 The analytics service(s) use(s) analytics Cookies to gather the required information to enable Us to improve Our Site and the user experience.

4.5 The analytics service(s) use(s) the following analytics Cookies:

Name of Cookie	Purpose & Description
<<insert file name>>	<<insert use of cookie description>>

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

There may be a session Cookie. Session Cookies are not stored on your computer or device from the point you close your browser. Session Cookies are deleted from your computer or device when you close your browser.

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

There may be a session Cookie. Session Cookies are not stored on your computer or device from the point you close your browser. Session Cookies are deleted from your computer or device when you close your browser.

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

Name of Cookie	Strictly Necessary
<<insert file name>>	<<yes / no>>
<<insert file name>>	<<yes / no>>
<<insert file name>>	<<yes / no>>

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

Name of Cookie	Strictly Necessary
<<insert file name>>	<<yes / no>>
<<insert file name>>	<<yes / no>>
<<insert file name>>	<<yes / no>>

There may be a persistent Cookie. Persistent Cookies may remain on your computer or device for a predetermined period of time after you last visit Our Site.

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Name of Cookie	Strictly Necessary
<<insert file name>>	<<yes / no>>

<<insert file name>>	<<insert user description>>	name of	<<yes / no>>
<<insert file name>>	<<insert user description>>	name of	<<yes / no>>

## 5. Consent and Control

- 5.1 Before Cookies are <<insert description>> those Cookies. By enabling Us to provide those Cookies, you may, if you wish, ensure that Cookies are strictly necessary for Our Site to function fully or as intended. You may also deny different categories of Cookies. You can manage your Cookie preferences at any time by <<insert description>>.]
- 5.2 In addition to the ability to enable or disable Cookies in your internet browser, you can choose whether to accept Cookies. By default, all internet browsers accept Cookies but this can be changed. For further information, see the help menu in your internet browser or the documentation for your device.
- 5.3 The links below provide information on how to control Cookies in all mainstream browsers:
- 5.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
  - 5.3.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278838>
  - 5.3.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge>  
[Note that there are no specific instructions for Microsoft Edge. Microsoft support will be able to assist)
  - 5.3.4 Safari (macOS): <https://support.apple.com/en-GB/HT201265>
  - 5.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>
  - 5.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies>
  - 5.3.7 Android: <https://support.google.com/android/answer/95647?co=GENIE.Platform%3DAndroid>  
[See your device's documentation for further information.]

## 6. Changes to this Cookie Policy

- 6.1 We may alter this Cookie Policy from time to time. [If We do so, details of the changes will be highlighted on this page.] Any such changes will become binding on you once they have been made. You are encouraged to check this page from time to time.

- 6.2 In the event of any conflict between the current version of this Cookie Policy and any previous version, the current and in effect shall prevail unless it is expressly stated otherwise.

## 7. Further Information

- 7.1 If you would like to opt out of our use of Cookies, please contact Us at <<insert email address>> or by post at <<insert address>>.
- 7.2 For more information on our data protection and our terms and conditions, please visit <<insert link>>.
- 7.2.1 <<Insert link>>.
- 7.2.2 <<Insert link>>.