

# BRANDAND COOKIES POLICY

Our Site uses cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our Site. Details of who we are and how we use personal data that we collect through our use of Cookies on our sites can be found in the Brandand Privacy Policy.

## How to Clear or Refuse Cookies in Different Internet Browsers

The program or app which your device users to access our Site is typically called a “browser”.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies.

Different browsers have different options for refusing, blocking or deleting cookies. Browsers are updated all the time, so to review the latest options available to you for blocking or deleting cookies for your browser we suggest that you use a search engine such as [www.google.com/search?q=how+to+delete+or+block+cookies+in+different+browsers](http://www.google.com/search?q=how+to+delete+or+block+cookies+in+different+browsers)

Please note that, if you do block or refuse cookies:

- you may be required to repeatedly enter the same information into different areas of the Site; and
- some parts of our Site may become inaccessible or not function properly.

Further information on how to manage cookies can be found at: [www.allaboutcookies.org/manage-cookies/](http://www.allaboutcookies.org/manage-cookies/)

## Cookies we use

The following cookies may be used on our Site:

| Name  | Purpose   | Sessional or Persistent? |
|---|---|--------------------------|
| <b>BRANDAND SYSTEMS</b>                                   |   |                          |
| ASP.NET_SessionId   | This is an essential “session cookie” which our Site uses to identify (and enable it to operate) on your device. It is used to store the basket items and user data of the current buyer.   | Sessional                |
| vuid  | This allows the tracking of videos viewed on our Site   | Sessional                |
| <i>Unique to each user</i>                                | This Cookie is set by SagePay to assist with the completion of payment transactions.  | Sessional                |
| <b>FACEBOOK</b>   |   |                          |
| Act, c_user, datr, locale, lu, p, s, sub, xs and presence | We use a Facebook Social Plugin that enables you to 'like' our items. Although displayed on our site, Facebook control what you see and how you interact with the plugin. We can see who Likes our Facebook page and really appreciate it. You can read about the Facebook Social Plugin at: <a href="http://www.facebook.com/about/privacy/your-info-on-other#socialplugin">www.facebook.com/about/privacy/your-info-on-other#socialplugin</a> | Persistent               |
| <b>GOOGLE</b>   |   |                          |
|   | You can view Google's privacy policy at: <a href="http://www.google.com/intl/en/policies/privacy/">www.google.com/intl/en/policies/privacy/</a>   |                          |
| _ga   | This cookie enables us to access general statistical and other information reports about the usage of our Site. This includes cookies which are stored on your device. In these instances Google stores and manages this information.   | Persistent               |

|   |  |                      |
|---|--|----------------------|
| _dc_gtm_UA-XXXXXX                                   | Stores Google Analytics tracking info  | Persistent           |
| __gid   | Stores the user's Google Analytics Client ID and is sent to GA in all hits and redirects   | Persistent           |
| __gaexp   | Stores a list of Google Optimization variations that the user has encountered  | Persistent           |
| APISID, BEAT, HSID, PREF, SS, SSID, SAPISID and ULS | Store a user's Google user preferences and information (including information from your Google ID, Google Maps and the Google +1 button). The Google +1 button is used to share/+1 our products through your Google profile. When clicked Google will take note, impacting yours and others Google searches.   | Persistent           |
| CONSENT   | Google tracking cookie   | Persistent           |
| DSI, IDE and id                                     | Google advertising cookies used for user tracking and ad targeting purposes  | Persistent           |
| DV  | Google tracking  | Persistent           |
| HSID and SID  | Google security cookies to authenticate users, prevent fraudulent use of login credentials and protect user data from unauthorised parties   | Persistent           |
| <b>INSTILLER</b>                                    |  |                      |
| <i>Various</i>                                      | Instiller is a white label email marketing solution. Instiller have produced their own Privacy and Cookies Policy, which can be found at: <a href="https://instiller.co.uk/privacy/">https://instiller.co.uk/privacy/</a>  | See Instiller Policy |
| <b>INSTAGRAM</b>                                    |  |                      |
| <i>Various</i>                                      | Instagram is a Social Media Platform. Instagram have produced their own Privacy Policy, which can be found at <a href="https://help.instagram.com/519522125107875">https://help.instagram.com/519522125107875</a>  | See Instagram Policy |
| <b>LINKEDIN</b>                                     |  |                      |
| <i>Various</i>                                      | LinkedIn is a Social Media Platform. LinkedIn have produced their own Privacy Policy, which can be found at <a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>  | See LinkedIn Policy  |
| <b>MAILCHIMP</b>                                    |  |                      |
| <i>Various</i>                                      | MailChimp is the trading name of the "Rocket Science Group". It is also the name of the marketing automation platform and email marketing service which they provide. We use MailChimp in respect of a number of our Sites and e-mail campaigns.<br><br>MailChimp have produced their own comprehensive Cookies Policy, detailing what Cookies they may place, this can be found at: <a href="https://mailchimp.com/legal/cookies/">https://mailchimp.com/legal/cookies/</a> | See MailChimp Policy |
| <b>PAYPAL</b>                                       |  |                      |
| <i>Unique to each user</i>                          | PayPal provide a payment processing platform. You can view PayPal's privacy policy at: <a href="https://www.paypal.com/us/webapps/mpp/ua/privacy-full">https://www.paypal.com/us/webapps/mpp/ua/privacy-full</a>   | Sessional            |

|  |   |                     |
|--|---|---------------------|
|  | These cookies are required to complete payment transactions through PayPal.   |                     |
| <b>PINTEREST</b>   |   |                     |
| CsrfToken,<br>__pinterest_sess,<br>__utma, __utmb,<br>__utmc, __utmz and<br>__utmv | The Pinterest button is used to pin our products through your Pinterest account. This will be viewable publicly on your Pinterest profile.<br><br>You can view Pinterest's privacy policy at:<br><a href="https://about.pinterest.com/en/privacy-policy">https://about.pinterest.com/en/privacy-policy</a>  | Persistent          |
| <b>SAGEPAY</b>   |   |                     |
| <i>Various</i>   | Sagepay provide payment system solutions. Sagepay have produced their own Privacy Policy, which can be found at<br><a href="https://www.sagepay.co.uk/policies/privacy-policy">https://www.sagepay.co.uk/policies/privacy-policy</a>  | See Sagepay Policy  |
| <b>REGIONAL PAYMENT SOLUTIONS PROVIDERS</b>  |   |                     |
| <i>Various</i>   | We may use region specific payment system solutions on some of our sites. Details of how such solution providers will use personal data which it collects will be set out in their respective privacy policies.   | See Relevant Policy |
| <b>SHOPIFY</b>   |   |                     |
| <i>Various</i>   | Shopify are a Canadian company that provide an e-commerce platform which is used by retailers all over the world. We use Shopify to power a number of our Sites.<br><br>Shopify have produced their own comprehensive Cookies Policy, detailing what Cookies they may place, this can be found at:<br><a href="https://www.shopify.com/legal/cookies">https://www.shopify.com/legal/cookies</a> | See Shopify Policy  |
| <b>SIGNIFYD</b>  |   |                     |
| <i>Various</i>   | Signifyd provide an eCommerce fraud protection solution. Signifyd have produced their own Privacy Policy, which can be found at<br><a href="https://www.signifyd.com/privacy/">https://www.signifyd.com/privacy/</a>  | See Signifyd Policy |
| <b>TWITTER</b>   |   |                     |
| __utma, __utmb,<br>__utmv, __utmz,<br>guest_id, k, pid,<br>external_referer, js    | We give you the ability to Tweet about our products via a Twitter button using your Twitter profile/account. We have populated a message however you can edit as you please. You can read about Twitter's Privacy Policy at:<br><a href="https://twitter.com/privacy">https://twitter.com/privacy</a>   | Persistent          |