

## Cookie Policy

### **What are cookies:**

We and our business partners collect information about your use of our website through cookies. Cookies are information files stored on your computer, tablet or smartphone that help websites remember who you are and information about your visit. Cookies can help to display the information on a website in a way that matches your interests. Most major websites use cookies.

### **What cookies are used on this Website:**

The cookies we and our business partners use on this website are broadly grouped into the following categories:

**Essential** – Some of the cookies on our website are essential for us to be able to provide you with a service you have requested. An example of this would be a cookie used to enable you to log into your account on the website, place items in your shopping basket or which allows communication between your browser and the website.

**Analytics** – We use analytics cookies to help us understand how users engage with our website. An example is counting the number of different people coming to our website or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited the website once each week for three weeks we would count you as three separate users. We would find it difficult to analyse how well our website was performing and improve it without these cookies.

**User Cookies** – We use cookies to improve your experience by remembering your preferences so we know how you like to use our website. Examples of this would be remembering you so that you are served with the same content, to remember you when you come back to the site or to remember that you like logging in via Facebook or other social media sites.

**Social Sharing** – We use cookies to allow you to share content directly on the social networking/sharing sites, like Facebook, Twitter or Google+. Examples would be if you wanted to “like” or “tweet” about a business or product advertised on our website.

**Interest-Based Advertising** – You will have noticed that when you visit websites you will be shown adverts for products and services you may wish to buy. The money made by website owners for showing third party adverts on their websites often pays for the cost of running the website and therefore usually allows you to use the website without having to pay a registration or usage fee. hibu like many businesses place adverts for itself and its customers on a range of its partners websites and also sends email marketing campaigns. However, to try and ensure that the adverts and email marketing messages you see are relevant to you we use cookies to collect information about the types of things that interest you, for example websites you visit and the geography that you are based in. Having these cookies does not increase the number of adverts or email marketing messages you will be shown, but simply makes the ones you do see more relevant.

### **How can I reject or opt out of receiving cookies?**

When you first visited this website you will have been shown a message bar drawing your attention to the fact that this website uses cookies and inviting you to review this cookie policy and manage your cookie preferences. If you do not set your

preferences despite this prompt a cookie preference cookie will be dropped confirming that you consent to us using the cookies detailed in this cookie policy, this cookie preference cookie will last for no more than 5 years.

Please note that we can't always control third party cookies stored on your machine from our website and setting your cookie preferences with us will not stop those third party cookies from being stored on your machine, you must manage these cookies directly with the relevant third party, please see our "Third Party Cookies" section below for more information.

If you have previously consented to us storing cookies on your machine but then change your mind, you can do the following:

- delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies being stored on your machine in the future. For more information on how to delete or disable cookies from your browser please use the "help" function within your browser or alternatively visit [www.allaboutcookies.org](http://www.allaboutcookies.org). By deleting our cookie preference cookie the next time you visit this website the cookie message bar will appear again inviting you to again reconsider your preferences; and/or
- go to [Cookie Preferences](#) and resubmit your preferences to us; and/or
- if you only want to reject some or all of the third party cookies you will need to visit the relevant third party's website directly to manage cookies stored on your machine by them. Please see our "Third Party Cookies" section below.

Please be aware that disabling cookies may impact the functionality of this website.

**Third party cookies:**

Some of the cookies falling within the cookie categories described above are stored on your machine by third parties when you use our website. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. For more information on these cookies and how to disable them, please see the third party's individual privacy policy listed below:

Third Party	Type of cookies (excluding essential cookies)	More information and how to opt-out
Bazaarvoice	<p><u>Analytics</u></p> <p>Cookies are used to collect non-personally identifiable data about when users who interact with the ratings/review/question/answer service within the Website go on to make a purchase or take other specified actions within the site.</p> <p><u>User Cookies</u></p> <p>Cookies are used by Bazaarvoice to:</p> <ul style="list-style-type: none"> <li>• Customise the display of the website based on what items</li> </ul>	<p><a href="http://www.bazaarvoice.com/consumer-privacy-policy#optout_section">http://www.bazaarvoice.com/consumer-privacy-policy#optout_section</a></p>

	<p>users have submitted reviews, comments or other feedback against;</p> <ul style="list-style-type: none"> <li>• Remember when you were last asked a question, to avoid asking you the same question too many times;</li> <li>• Remember whether you have made a preference as to how you would like to view parts of the website (i.e. mobile/full desktop); and</li> <li>• identify anonymous users who rank content as "helpful" or who report "inappropriate content".</li> </ul>	
ClickTale	<p><u>Analytics</u></p> <p>Cookies are used to collect non-personally identifiable data about your use of the Website including mouse clicks, mouse movements, scrolling activity as well as text you type in the Website. We use this information to optimise your experience and the Website.</p>	<p><a href="http://www.clicktale.com/privacy_service.aspx">http://www.clicktale.com/privacy_service.aspx</a></p>
Adobe Omniture /	<p><u>Analytics</u></p> <p>Omniture provide anonymised data about the visits made to our website and allows us to test and evaluate the best ways to present our website to our users.</p>	<p><a href="http://www.omniture.com/en/privacy/product">http://www.omniture.com/en/privacy/product</a>.</p>
Google	<p><u>Analytics</u></p> <p>Google provide anonymised data about the visits made to our website.</p> <p><u>Social Sharing</u></p> <p>Google also store cookies which allow the "Google +" social sharing functionality.</p> <p><u>Interest-Based Advertising</u></p> <p>Google cookies may also collect data for the purpose of interest-based advertising.</p>	<p><a href="http://www.google.co.uk/intl/en/policies/privacy/">http://www.google.co.uk/intl/en/policies/privacy/</a></p>
ShareThis	<p><u>Social Sharing</u></p> <p>ShareThis store cookies which allow the social sharing functionality on social networks such as Facebook,</p>	<p><a href="http://sharethis.com/privacy#sthash.crUJeCWm.dpbs">http://sharethis.com/privacy#sthash.crUJeCWm.dpbs</a></p>

	Twitter or Google+.	
iPromote	<u>Interest-Based Advertising</u> iPromote cookies also collect data for the purpose of interest-based advertising.	<a href="http://www.ipromote.com/privacy-policy/">http://www.ipromote.com/privacy-policy/</a>
Qualaroo	<u>Interest-Based Advertising</u> Qualaroo cookies also collect data for the purpose of interest-based advertising.	<a href="https://qualaroo.com/tour">https://qualaroo.com/tour</a>
Infectious Media	<u>Interest-Based Advertising</u> Infectious Media cookies also collect data for the purpose of interest-based advertising.	<a href="http://www.infectiousmedia.com/index.php?page=cookie-policy">http://www.infectiousmedia.com/index.php?page=cookie-policy</a>
QuantCast	<u>Interest-Based Advertising</u> QuantCast cookies also collect data for the purpose of interest-based advertising.	<a href="http://www.quantcast.com/how-we-do-it/consumer-choice/privacy-policy/">http://www.quantcast.com/how-we-do-it/consumer-choice/privacy-policy/</a>
Linked In	<u>Interest-Based Advertising</u> Linked In cookies also collect data for the purpose of interest-based advertising.	<a href="http://www.linkedin.com/legal/cookie_policy">http://www.linkedin.com/legal/cookie_policy</a>

If you want to know more about how cookies work and how to manage or delete them, visit the [World Wide Web Consortium's website](http://www.worldwideweb.org/) or <http://www.youronlinechoices.com/>.

We may update this policy from time to time so you may want to check it each time you visit our website. We last changed this policy on 22 January 2014.

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