

Cookie Policy

Effective Date: 23rd June 2024 V1

Our Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

By using Our Site, you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than us. Third-party Cookies are used on Our Site . These Cookies are not integral to the functioning of Our Site and your use and experience of Our Site will not be impaired by refusing consent to them.

All Cookies used by and on Our Site are used in accordance with current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a pop up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended. You will be given the opportunity to allow only first-party Cookies and block third-party Cookies.

Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings, but please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

What are cookies and how are they used?

Cookies are small text files that are placed on your device when you visit a website. They store information about your browsing activities and preferences, enabling the website to remember your actions and settings. Here's how cookies enhance the browsing experience:

1. Personalisation:

Cookies allow websites to remember your preferences, such as language selection, font size, and customised layouts. This enables the website to provide a personalised experience tailored to your preferences.

2. User authentication:

Cookies help in managing user sessions and authentication. They keep you logged in to your account, so you don't have to enter your credentials every time you visit the website.

3. Shopping basket functionality:

As our site is an e-commerce website, cookies can remember the items you have added to your shopping cart. This makes it convenient for you to continue shopping or proceed to checkout without losing your selections.

4. Website optimisation:

Cookies assist in website performance optimisation. They help track how users navigate through the website, which pages they visit, and how long they stay. This data allows website owners to identify areas for improvement and enhance the overall user experience.

5. Remembering user preferences:

Cookies can remember your preferences for certain features or functionalities on a website. For example, if you customise the layout of a news website, cookies can remember your layout preference for future visits.

6. Targeted advertising:

Cookies enable websites to display targeted advertisements based on your browsing behaviour. This means you are more likely to see ads that are relevant to your interests, making your browsing experience more personalised.

Overall, cookies enhance the browsing experience by providing a more personalised, convenient, and efficient interaction with websites. They help websites remember your preferences, streamline authentication processes, and optimise the content and functionality you encounter.