

## SHOWCASE PALLETS (UK1) LTD

### COOKIES POLICY

#### IMPORTANT – PLEASE READ

##### About our cookies policy

This cookies policy is issued on behalf of Showcase Pallets Limited. Our cookies policy explains how cookies and other tracking devices are used on our website at [www.showcasepallets.co.uk](http://www.showcasepallets.co.uk). For the purpose of this policy, references to “cookies” refers to cookies and other types of technologies which are used to help us recognise you as a user of our website.

##### About cookies and how we use them

Cookies are small data files which are placed on your computer or other device when you visit our website. The cookies are then used to gather information about your use of a site or in some cases, to allow you to be recognised as an existing user when returning to our website.

Cookies are commonly used to help websites work more efficiently and to provide information to website owners.

They help our website to work in the way that you would expect so that we can provide you with a good experience when you use our website. They also help us to improve our site and make our promotional activity more efficient.

In general terms, cookies can be categorised into the following broad categories:

*Strictly necessary cookies:* cookies required for the operation of the website.

*Analytical/performance cookies:* these are cookies which allow a website operator to recognise and count the number of visitors and to see how visitors move around a website. They help improve the way websites work, for example, by ensuring that users easily find what they are looking for.

*Functionality cookies:* these allow a returning user and his/her preferences to be recognised. This means that the website can then present personalised content.

*Targeting cookies:* these types of cookies record visits to a website, the pages visited, and the links followed. These cookies are used to tailor content.

At the moment, we use cookies which are necessary for the performance of our site and to recognise returning users and for analytical performance. The cookies help to enhance the performance of the website ensuring that it is optimised for your usage, allows retargeting through advertising and tracks the purchases which you make.

Note that where we provide links to other websites, such as the link we provide to our Instagram, Facebook and Pinterest social media pages, those third-party websites may also use cookies and you should familiarise yourself with the cookies information that they provide on their own websites. We are not responsible for any cookies used on third party websites to which we may provide links.

More specifically, we use the types of cookies below at [www.showcasepallets.co.uk](http://www.showcasepallets.co.uk). The table below also provides information about what the cookies are used for.

Cookie Type	Name	Purpose
Google Analytics	_utma	This cookie is used to collect information about the number of visitors to our website, and the number of times visitors use our website, including when their first visit was, and when their last visit occurred. We use this information to compile reports in an anonymous form and to help us improve the site.
Google Analytics	_utmb _utmc	These cookies are used to collect information about how long visitors spend on our website. We use the information to compile reports on an anonymous basis, and to help us improve the site.
Google Analytics	_gid	These cookies register a unique ID. We use these cookies to generate statistical data on how a visitor uses the site.
Facebook Pixel	_gid	These cookies register a unique ID which allows for the retargeting of individuals for advertising purposes. The cookie allows data to be gathered of behaviour, interests and demographic through their Facebook and Instagram accounts.
Wix Analytics	_utma	This cookie is used to collect information about the number of visitors to our website, and the number of times visitors use our website, including when their first visit was, and when their last visit occurred. We use this information to compile reports in an anonymous form and to help us improve the site.
Wix Analytics	_utmb _utmc	These cookies are used to collect information about how long visitors spend on our website. We use the information to compile reports on an anonymous basis, and to help us improve the site.

**Commented [LB1]:** Here are a few examples of commonly used cookies and the information that we need to put in.

### Session cookies and permanent cookies

Some of the devices which are used on Showcase Pallets website are used for the current session only. This means that the cookie will expire when your session finishes. [Such devices include \_utmb and \_utmc.]

Others are permanent cookies which will be stored on your computer and will be used to recognise you as a user, the next time you visit the site. [This includes \_utma which is a persistent cookie and does not expire, and \_gid which is a persistent cookie but expires 24 hours after activity ceases.]

### **Cookie settings and more information**

Broadly, you can block cookies by activating the setting on your browser which allows you to refuse the setting of cookies. Be aware however that if you use browser settings to block cookies, you may not be able to access all or some parts of the site and our site may not work as intended. This is especially the case for our website because we use a minimal number of cookies and these are aimed at making our website function properly in the way that you would expect.

You can find out more about how to manage and delete cookies by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can also find out about disabling cookies on the following sites for different browsers:

Chrome:

[https://support.google.com/chrome/bin/answer.py?hl=enGB&answer=95647&p=cpn\\_cookies](https://support.google.com/chrome/bin/answer.py?hl=enGB&answer=95647&p=cpn_cookies)

Firefox:

<http://support.mozilla.org/en-US/kb/Enabling%20and%20disabling%20cookies>

Safari:

<http://support.apple.com/kb/PH5042>

Internet Explorer:

<http://support.microsoft.com/kb/278835>

### **Consent to use of cookies from our website**

English law requires all websites to request permission when using cookie technology. If your browser is set to accept cookies and other similar technologies and if you continue to use our website, then we will understand this to mean that you consent to the use of cookies or other similar technologies. However, if you wish to remove or stop use of cookies from our site then you should either stop using the site or adjust the settings of your browser as explained above, to reject or disable cookies.

### **Privacy Policy**

This cookies policy should also be read alongside our Privacy Policy which you can access by clicking [here](#).