

Your Store Website

Cookie Policy - External

Last updated on: [21.05.2018]

1 INFORMATION ABOUT OUR USE OF COOKIES

- 1.1 This Cookie Policy explains how Your Store Limited (“**Your Store**”, “**we**” or “**us**”) use cookies, why and how this improves our service to you. It also sets out how you can manage your cookies.
- 1.2 This website (“**Website**”) uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.
- 1.3 We reserve the right to make changes to this Cookie Policy at any time.

2 WHAT ARE COOKIES?

- 2.1 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive.

3 WHAT TYPE OF COOKIES DO WE USE?

3.1 Strictly necessary cookies

These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website, use a shopping cart or make use of e-billing services.

3.2 Analytical/performance cookies

They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.

3.3 Functionality cookies

These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

3.4 Targeting cookies

These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

- 3.5 You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose
__utma	Google Analytics	Used to distinguish users and sessions.
__utmb	Google Analytics	Used to determine new sessions/visits.
__utmc	Google Analytics	Determines the precise exit time of the user
__utmz	Google Analytics	Stores the traffic source or campaign that explains how the user reached the website.
__utmv	Google Analytics	Used to store visitor-level custom variable data
Microsoft.NET	ASP.NET_SessionId	Tracks any information that is stored during a visit of the site. Will only be created when it is needed and will expire at the end of the session.
_hjUserId	Hotjar	Hotjar cookie. This cookie is set as soon as a user loads a page which contains the Hotjar code. The cookie contains a universally unique identifier (UUID) which allows Hotjar to track the same visitor across multiple pages and sessions.

3.6 Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

4 CHANGING YOUR CONSENT TO THE USE OF COOKIES

4.1 If you continue to browse our Website we will assume that you are happy to receive all cookies from the site. To opt out of cookies, you can change the settings on your internet browser. For more information please consult the “Help” section of your browser or visit www.aboutcookies.org or www.allaboutcookies.org. Please note that if you do set your browser to reject cookies, you may not be able to use all of the features of our Website.