1.   WHAT'S A COOKIE?

A cookie is a small piece of data or a text file that is downloaded to your computer or mobile device when you access certain websites. Cookies may contain text that can be read by the web server that delivered the cookie to you. The text contained in the cookie generally consists of a sequence of letters and numbers that uniquely identifies your computer or mobile device; it may contain other information as well. Cookies are used by nearly all websites and do not harm your system.

2.   HOW DO WE USE COOKIES?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

Cookies are either:

- **Session cookies**: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

- **Persistent cookies**: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics, which is a web analytics tool that helps us understand how users engage with our website.

Cookies can also be categorised as follows:

- **Strictly Necessary Cookies**: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

- **Performance Cookies**: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

- **Functionality Cookies**: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

- **Media Cookies**: These cookies can be used to improve a website's performance and provide special features and content. They can be placed by third parties who provide services to us

or by our company.

- **Advertising or Targeting Cookies**: These cookies are usually placed and used by advertising companies to develop a profile of your browsing interests and serve advertisements on other websites that are related to your interests. You will see less advertising if you disable these cookies.

Please note that third parties who advertise on our website (including, for example 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.

By using our website, you consent to our use of cookies as described above.

3.   HOW CAN I CONTROL COOKIES?

If you want to check or change what types of cookies you accept, this can usually be altered within your internet browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

You can opt out of Google Analytics without affecting how you visit our website. For more information on opting out of being tracked by Google Analytics across all websites you use, click here.

Further information about deleting and blocking cookies can be found here.

4.   HOW CAN I GET FURTHER INFORMATION?

If you have any questions about our use of cookies or other tracking technologies, please email us at emma@er-va.co.uk

Date this Policy was last updated: 24th May 2018