

## COOKIE POLICY

This policy sets out information about our use of Cookies on our website.

"We" or "us" means kate & tom's (registered company number 8218482).

Our registered address is 12 Royal Crescent, Cheltenham, Gloucestershire, GL50 3DA.

"Website" means <https://kateandtoms.com/>

We are registered with the Information Commissioner's Office as a data controller under number ZA478271.

If you wish to contact us, please email: [hello@kateandtoms.com](mailto:hello@kateandtoms.com)

### WHAT IS A COOKIE?

A 'cookie' is a type of data file that is stored on your device when you visit a website or perform actions while visiting a website. A cookie file contains information that is transferred to your device's memory which is recalled when you revisit our site, or when you perform certain actions on your device. Where we refer to a cookie in this policy, this incorporates similar tracking technologies.

### NECESSARY COOKIES

When you first visit our website, we only use necessary cookies. This means that additional cookies (called "Optional Cookies" in this policy) won't be used unless you agree to accept/enable all cookies, or select your own cookie preferences.

### OPTIONAL COOKIES

Optional cookies are used for analytical, performance, advanced functionality and advertising purposes. More information is set out in this policy. Optional cookies help us improve our website and we believe accepting all optional cookies provides you with the best user experience.

Cookies can be "First Party", i.e. set by us, or "Third Party", i.e. placed on your device by another organisation when you visit our website. Third-party cookies may be placed on your device by an organisation providing a service to us or by our business partners, so that they can advertise products and services to you on our website and elsewhere on the internet. Because of how cookies work, our website cannot access third-party cookies stored from other websites; nor can other organisations access the data in the cookies we use on our website.

## CHANGING YOUR PREFERENCES

You can select to accept/enable some or all of the optional cookies either within the settings of your own device or by selecting the option provided on our website.

## HOW LONG WILL COOKIES STAY ON MY DEVICE?

The length of time a cookie will stay on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies should expire when you stop browsing. Persistent cookies stay on your device until they expire after a set period or are deleted. For each of the cookies used on our website we have set out the duration in the tables below.

## THE COOKIES WE USE ON OUR WEBSITE:

### 1. NECESSARY COOKIES

Necessary Cookies are cookies that are required for the operation of our website. They include, for example, cookies that allow page navigation or enable you to access certain areas of our website. Our website cannot function properly without these cookies. Necessary Cookies can only be disabled by changing your browser preferences but doing so may result in reduced or limited functionality of our website. In some circumstances our website may cease to function as intended if necessary cookies are disabled, deleted or otherwise altered. We do not accept any liability for any loss arising where necessary cookies are disabled, deleted or otherwise altered. We use the following necessary cookies:

Cookie Name	Purpose	Controller	Further Information
cookielawinfo-checkbox-necessary	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Necessary" category.	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year
cookielawinfo-checkbox-functional	The cookie is set by GDPR cookie consent to record the user consent for the cookies in the category "Functional".	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year
cookielawinfo-checkbox-performance	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category "Performance".	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year
cookielawinfo-checkbox-analytics	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Analytics" category.	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year

cookieLawinfo-checkbox-advertisement	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Advertisement" category.	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year
cookieLawinfo-checkbox-others	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category "Others".	GDPR Cookie Consent plugin	This cookie stays on your device for 1 year

## OPTIONAL COOKIES

We and third parties like to use cookies on this website to enhance your user experience, personalise content and advertisements, provide social media features, and analyse the traffic/visitor actions on our website. Optional cookies help us to provide you with the experience we intend to provide when you browse our website and also allow us to improve our website and the service we provide.

We need to obtain your consent to use Optional cookies; this is usually by way of a pop-up notice. As set out in this policy, you can change your preference at any time.

## 2. ADVANCED FUNCTIONALITY, ANALYTICS & PERFORMANCE COOKIES

We use advanced functionality cookies 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).

We use analytical/performance cookies to enable us to recognise and count the number of visitors and to see how visitors use 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.

We would like to use the following optional advanced functionality, analytics and performance cookies:

Cookie Name	Purpose	Controller	Further Information
_uetvid	UET assigns this unique, anonymized visitor ID, representing a unique visitor. UET stores this data in a first-party cookie.	Bing Ads	This cookie stays on your device for 1 year and 24 days
_uetsid	This cookies are used to collect analytical information about how visitors use the website. This information is used to compile report and improve site.	Bing Ads	This cookie stays on your device for 1 day

_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	Google	This cookie stays on your device for 2 years
_gat_UA-35877501-2	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	Google	This cookie stays on your device for 1 minute
_gid	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	Google	This cookie stays on your device for 1 day
hjs_di	A unique ID that Hive Marketing Cloud assign to the device.	Hive Marketing Cloud	This cookie stays on your device for 20 years
hjs_ses	A unique id representing the last browser session (re-generated after 30 minutes of inactivity)	Hive Marketing Cloud	This cookie is session based and is deleted the next time you close your browser
_hjFirstSeen	Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it was the first time Hotjar saw this user.	Hotjar	This cookie stays on your device for 30 minutes
_hjAbsoluteSessionInProgress	Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.	Hotjar	This cookie stays on your device for 30 minutes

_hjIncludedInPageviewSample	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's pageview limit.	Hotjar	This cookie stays on your device for 2 minutes
_hjSessionUser_290751	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	Hotjar	This cookie stays on your device for 1 year
_hjSession_290751	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	Hotjar	This cookie stays on your device for 30 minutes

## ADVERTISING COOKIES

We and third parties want to display adverts that we think are relevant to you. In order to do so we need your consent to use advertising cookies. Even if you do not accept our advertising cookies, where you have accepted advertising cookies on another website they may remain active on our website.

We use the following advertising cookies:

Cookie Name	Purpose	Controller	Further Information
MUID	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	Bing Ads	This cookie stays on your device for 1 year and 24 days
_gcl_au	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	Google	This cookie stays on your device for 3 months
test_cookie	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	Google/Double Click	This cookie stays on your device for 15 minutes

## SOCIAL MEDIA COOKIES

We use social media cookies to allow you to share our website (or parts of it) on social media. These cookies are likely to be analytical/performance cookies or targeting cookies. Please note that our social media partners may also use cookies over which we have no control and if you have consented to the use of those cookies elsewhere, as they are on your device without your consent, those cookies will be active. We cannot prevent this. To control the use of these cookies, you will need to contact the controller of that cookie.

We use the following social media platforms:

<b>Cookie Name</b>	<b>Purpose</b>	<b>Controller</b>	<b>Further Information</b>
_fbp	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	Facebook (Meta)	This cookie stays on your device for 3 months
fr	Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.	Facebook (Meta)	This cookie stays on your device for 3 months