



## **Cookie Policy March 2021**

Our website uses technology to collect information about its use, to distinguish between users, to help us provide you with a good experience and to allow us to improve the site and the service we offer. This means that when you visit our website, cookies or similar technologies will be placed on your device.

### **What are cookies?**

Cookies are small text files that are placed on your computer, smartphone or other device when you visit our website. A cookie file is stored on your device and allows us, or our third-party partners (see below) to recognise you and make your visit easier and more useful to you when you revisit our website.

### **How do we use cookies?**

Cookies allow us to recognise users (where appropriate), tailor the content on our website to fit the needs of our website's visitors and helps us improve the user experience. Without certain types of cookies enabled, we can't guarantee that the website and your experience of it are as we intended it to be. We use cookies to obtain information about your visits and about the device you use to access our website. This includes where available, your IP address and pseudonymous identifiers, operating system and browser type and, depending on the cookie, also includes the reporting of statistical data about our users' browsing actions and patterns.

## **Types of cookies**

The length of time a cookie stays on your device depends on its type. We use two types of cookies on our website:

- Session cookies are temporary cookies which only exist during the time you use the website (or more strictly, until you close the browser after using the website). Session cookies help our website remember what you chose on the previous page, avoiding the need to re-enter information and improve your experience whilst using the website.
- Persistent cookies stay on your device after you've visited our website. For example, if you tick the 'I wish to subscribe to the Flowers To Yours newsletter' box when you place an order a persistent cookie will be used, so that the website remembers you the next time you use it. Persistent cookies help us identify you as a unique visitor.

To help you understand cookies and the reasons for them, we've provided some further information on the cookies used by this site.

## **Cookie Purpose**

### **JSESSIONID**

This cookie is created when you first visit our website, and is created to provide basic site function, such as usage of the shopping basket, discount codes, and account logins. Once the session is finished, this cookie is removed from the computer. You can disable this cookie through your browser settings, however, doing so will prevent this site from working correctly on your device.

utma, utmb, utmc, utmz

These cookies are used by Google Analytics, to allow basic usage tracking of activity on the website. This allows us to analyse visitor information, such as Browser usage, new visitor number, time on site, and most popularly viewed pages. This information is not open to the public, and does not contain any personal information.

These cookies may remain on your computer from thirty minutes to 2 years. This is so that if you revisit our site, you are not tracked as a new visitor but as a returning visitor. You may clear these cookies at any point by clearing your browser's browsing data, or opt out of Google Analytics entirely using the Google Analytics Opt-out Browser Add-on.

## Third Party Cookies

We may sometimes embed widgets on a webpage such as media players or promotional links, for instance YouTube videos and Skype buttons. If you go on to a web page that contains embedded content, you may be sent cookies from those websites. You may also see tools to 'share' to your friends through social networks – such as Facebook and Twitter. You may be sent cookies from these websites as well. Since we do not control these cookies, we suggest you check these third-party websites for information on their cookies and how to manage them.

Some of the third-party cookies possibly used by this website

Provider: Google Purpose: enable Google functionalities such as Google search, Maps, Analytics, Youtube

Policy: <http://www.google.co.uk/intl/en/policies/privacy/>

Provider: Facebook Purpose: enable social sharing and like

Policy: <http://www.facebook.com/about/privacy/>

Provider: Pinterest Purpose: enable Pinterest features

Policy: <https://about.pinterest.com/en/privacy-policy>

Provider: Instagram Purpose: enable Instagram features

Policy: <https://www.instagram.com/about/legal/privacy/>

