

**WHAT IS A COOKIE?**

A cookie is a small text file that is downloaded to a computer or device and is located in the browser directory. This happens when you visit a website or view a webpage. Cookies are designed to help a website to recognise a device on subsequent visits to the website, or a user once they have logged on. They can assist users in navigating the site and performing certain functions. There are other files such as web beacons that work in the same way to achieve a similar purpose. Our use of the word 'cookie' or 'cookies' in this policy is intended to refer to all the files that collect information in the same way.

Cookies do not store personal information that can specifically identify a person. However, cookies can be used to store usernames and passwords, such as if the 'remember me' function is selected by a user. Some websites cannot function correctly or as intended without the use of cookies.

**WHAT ARE COOKIES USED FOR?**

Cookies can perform many functions. For example, they can remember the historical use of a website, tell website operators how a website is performing, help a website to remember usernames and preferences, or allow a website to suggest content that may be of interest or relevance to a user.

Cookies are commonly used to improve a user's experience of a website. They can help a user by avoiding them having to repeat their actions, such as logging on or choosing the size of text or language for each visit to a website. A cookie can also be used to maintain settings for when a user visits another page on a website, which enables smooth and easy navigation around the website. Cookies are regularly used to monitor, manage and measure a website's performance. They do this by helping website operators to measure the traffic that goes to their website, and they can be used to help determine which pages are most popular on a website. Using this information the website can look to improve its performance and the user experience, for example, by making more popular pages easier to navigate to. The information can also be used to determine the number of unique visits and return visits to a website. Also, whether users have encountered problems while navigating around the site or performing certain functions. Cookies can also be used in online polls or surveys to prevent a user casting multiple votes.

For more information see All About Cookies (<http://www.allaboutcookies.org/>)

**DIFFERENT TYPES OF COOKIES**

**Session Cookies** are used by a server to store data and they relate to user page activity. They enable users to return to a page and pick up where they left off. The cookies tell the server what pages to display, acting as a sort of 'bookmark' and making the user experience easier and more efficient. The cookies can also store information on items that a user wishes to order. They enable functions such as 'shopping carts' to work which avoids a user having to remember (or write down) details of any items that they wish to order. Instead, the users items selected by a user are simply added to a 'cart'.

**Persistent or Tracking Cookies** also store information to help websites 'remember' a user and their settings for when they return to the website after an initial visit. Many websites use these types of cookies to provide users with faster, easier and more convenient access for subsequent visits. For example, they avoid a user having to log-in again, or having to personalise subsequent experiences based on settings that were previously selected. This can make websites easier to browse and provides a user with personalised touches, for example, by using a personalised greeting when a user returns to the site.

**Third Party Cookies** are cookies that are set to use with a different domain than the domain of the website being visited. These types of cookies are used to collect information about users' activity for such things as targeted advertising, or for social media sites. Most browsers allow the use of third party cookies, provided the third party website has a published Compact Privacy Policy.

**CATEGORIES OF COOKIES****Essential Cookies**

**Performance Cookies** are cookies that are used to help website owners build statistics about their site, its usage and how visitors navigate through the content on their site. The cookie gathers information about how long content is viewed for and how often content is viewed by a visitor.

Functional Cookies are used to store useful settings for the individual visitor. These are settings that are typically stored to help as well as speed up a user's site navigation and log-in. This also includes aspects that have been personalised, such as themes, colour schemes and even font sizes.

**Targeted Cookies****HOW CAN A USER MANAGE COOKIES?**

Most browsers allow a user to control the use of cookies on their device. Users can modify their browser settings to allow their device to identify when a cookie is being used and to notify the user of this, or to even block cookies from being stored on their device altogether. Each browser will have a help system that can tell a user how to restrict or block cookies that are sent to their system. The browser options will need to be set accordingly. A user will also be able to stop cookies from being saved, as well as being able to view their content, and a user can also delete a cookie if they wish to. Further and more detailed information can be found at:

All About Cookies (<http://www.allaboutcookies.org/>)

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**Google Analytics:** This cookie allows us to see information on user website activities including, but not limited to page views, source and time spend on website. The information is depersonalised and is displayed as numbers, meaning it cannot be tracked back to individuals. This will help to protect your privacy. Using Google Analytics we can see what content is popular on our website, and strive to give you more of the things you enjoy reading and watching.

**Google AdWords:** Using Google AdWords code we are able to see which pages helped lead to contact form submissions. This allows us to make better use of our paid budget.

**DoubleClick:** We use remarketing codes to log when users view specific pages, allowing us to provide targeted advertising in the future.

Name	Expires	Purpose	Source
_utma	2 years	This cookie is used to determine unique visitors to our site.	Google Analytics
__utmb, __utmc	__utmb 30 minutes, __utmc when you close the browser.	These cookies work together to calculate the average length of time users spend on our site.	Google Analytics
__utmz	6 months	This cookie records information about how the page was reached (for example via a search engine result or a direct link).	Google Analytics
__utmmobile	2 years	This cookie is used to determine unique visitors to our site.	Google Analytics
__utmv	2 years	We use this cookie for very frequent users on our site to determine that they are valued customers and improve their user experience on the site.	Google Analytics

#### GET COOKIE POLICY AND HOW COOKIES ARE USED

The cookies used by GET are simple text files that the website stores on users' devices to record anonymous information. GET cookies are unique to the browser, and only GET can use the cookies it creates. Information can be stored and retrieved from the cookie, and it can be saved for the duration of a user's visit or for a longer period of time.

GET uses cookies to improve a user's experience of the GET website, including features such as remembering a user's mail log-on details and navigation options. The use of cookies enables GET to collect and analyse data about which pages of the website are viewed the most, including the length of time users spend on particular webpages. GET then uses this information to improve the site and enhance a user's experience. Both persistent and session cookies are used for this purpose.

The data collected by GET cookies does not include any personal information concerning users. GET also uses cookies to track which options and navigation settings users select, again with the purpose of making the website easy to use. Cookies are also employed to track different advertiser options and also Google statistics.

If users are unhappy about GET use of cookies they can block them and/or remove them from their device, although this depends on which browser is being used - the type of browser being used will determine which cookie settings can be altered. Blocking and/or removing cookies can only be done by altering the settings on a device (see **How can a user manage Cookies?**). Blocking and/or deleting cookies may prevent GET website from operating.

#### THIRD PARTY COOKIES

Cookies are used to support users sharing information through social media, as sharing is a way for people to access and use information. For people to share GET information there are functions available on the site that relate to social media networks. A cookie can be placed on a device by social media networks to track a user's online activity, and the social media networks will have their own cookie policies. GET has no control over cookie policies from other companies, but where possible GET can make a link to them for the user's benefit.

Cookies can be used for advertising purposes, such as when GET wants to make a user aware of their services and certain information. Advertising agencies (and their partners) can also place cookies on users' devices. These cookies are used in many ways such as targeting



adverts that are based on a user's previous online behaviour. These are also used to help agencies to decide which sites they should place their ads on to best reach the appropriate user. This can help GET to ensure its advertising is effective and more relevant to the user.

The types of cookies used, and also how the information they gather is used, is governed by privacy policies from other companies. Depending on a user's browser, a user can find out what Cookies they are downloading and what the third party policy is by reading the help files. Cookies can identify a user by the user's activity on a site. This is done to improve a user's experience of a site.

A user who visits GET can change the browser options and restrict the sites use of cookies - although there is no option to switch cookies off on GET. Cookies can be saved or deleted (an example of how a cookie is used is when a service is signed into because a cookie can remember log-on details).

Cookies can be used to measure the number of people visiting a website and how they're using it, which in turn can help improve the experience a user has of a site.

When a user accesses third party websites from GET they are not covered by GET privacy policy. Users are urged to be cautious when entering personal information online. GET accepts no responsibility or liability for these sites.

**USEFUL LINKS**

All About Cookies (<http://www.allaboutcookies.org/>)

About Cookies (<http://www.aboutcookies.org/>)