

# Cookies Policy

## GENERAL INFORMATION

This policy describes how Abiotica UK uses cookies when you interact with our Website. Our Website uses cookies to improve your browser experience and to allow us to improve our Website. This cookie policy provides you with clear and relevant information about the cookies we use and the particular purposes for using those cookies.

## YOUR CONSENT

By continuing to use our Website you are agreeing to us placing cookies on your computer. Please read this cookie policy carefully for more details about the information we collect when you use this Website.

If you do not wish to accept cookies in connection with your use of our Websites, you must stop using this Website immediately.

## WITHDRAWING CONSENT

Once you have given us your consent to the use of cookies, we shall store a cookie on your computer or device to remember this for next time. This will expire periodically. If you wish to withdraw your consent at an earlier time, you will need to delete your cookies using your internet browser settings. For details on how to delete cookies, please see below.

## WHAT ARE COOKIES?

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser, and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies can be used by web servers to identify and track users as they navigate different pages on a website, and to identify users returning to a website.

Cookies may be either "persistent" cookies or "session" cookies. A persistent cookie consists of a text file sent by a web server to a web browser, which will be stored by the browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date). A session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked, by us, to the information stored in and obtained from cookies.

We may use the information we obtain from your use of our cookies for the following purposes:

- to recognise your computer when you visit our Website;
- to improve the Website's usability;
- to analyse the use of our Website;
- in the administration of this Website.
- to ensure that the shopping cart functions

## BLOCKING & DELETING COOKIES

Most browsers allow you to refuse to accept cookies and also delete stored records. For browser specific information on how to adjust your cookie settings please use the relevant links below:

- [Google Chrome](#)
- [Apple Safari - OSX](#)
- [Microsoft Internet Explorer 9](#)

- [Microsoft Edge Browser](#)
- [Apple Safari - iOS](#)
- [Mozilla Firefox](#)

#### **WHAT PERSONAL INFORMATION IS COLLECTED**

Certain cookies contain personal information. Most cookies won't collect information that identifies you, and will instead collect more general information such as how users arrive at and use our Website or a user's general location.

#### **WHAT SORT OF COOKIES OUR WEBSITE USES**

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages. Our Website may contain links to and details of other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours. It will be helpful for you to read their privacy policy before providing them with your personal data.

##### *Essential cookies*

Strictly necessary cookies are essential for the proper operation of the site, allowing you to browse and use functions such as access to secure areas or use of the shopping cart. These cookies do not do not store any personally identifiable information. Without these cookies, we cannot offer efficient operation of our Website.

##### *Performance Cookies*

These cookies collect information about how visitors use the website, for example, what pages they visit most and if they get error messages. These cookies collect aggregated, anonymous information that does not identify the visitor. They are used solely to improve the performance of our Website.

##### *Functionality Cookies*

These cookies allow the website to remember your user options such as user name, language or region to provide improved and personalized features. They can also be used to provide services requested by the user, such as viewing videos or using social media. The information collected by these cookies can be made anonymous and cannot watch the activity of browsing other websites. If you do not allow these cookies, the performance and functionality of the site and your access to services may be affected.

##### *Advertising/Targeting Cookies*

These cookies are used to deliver content that best suits you and your interests. It can be used for targeted advertising / offers, limiting ad serving or measuring the effectiveness of a promotional campaign. We may use these cookies to remember the sites you visit to determine which e-marketing channels are more efficient and allow us to reward partners and external websites.

If you do not wish to receive this behavioural advertising you may opt-out at <http://www.youronlinechoices.com/uk/your-ad-choices>. Opting out of behavioural advertising does not mean that you will no longer receive advertising when you are using our Website. It simply means the advertising you see will not be customised for you.

## **USE OF BEACONS (PIXELS)**

We and certain third parties may also use technologies called “beacons” (or “pixels”) that send information from your device to a server. Beacons can be embedded in internet content, videos, and emails to allow a server to read certain types of information from your device. Beacons can also be embedded to determine when you have viewed specific content or a specific email message, the time and date on which the beacon was viewed, and the IP direction of your device. We and certain third parties use beacons for a variety of purposes, such as to analyse the use of our Services and (in combination with cookies) to offer you more relevant content and advertisements.

We use beacons (pixels) to administer the following advertising services:

### Google Ads

This Website uses the Google Ads remarketing service to advertise on third party websites (including Google) to previous visitors to this site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to our Website. Any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

### Facebook and Instagram

This Website uses Facebook custom audience targeting and Facebook conversion tracking to provide measurement services and information and target ads based on your behaviour on this Website, including remarketing. Any data collected will be used in accordance with our own privacy policy and Facebook's privacy policy. You can find out more information and learn how to manage your preferences here.

## **TRACKING OF EMAILS' OPENS**

We automatically place single pixel gifs, also known as web beacons, in email campaigns sent using third party email marketing tools. These are tiny graphic files that contain unique identifiers that enable us and our users to recognize when their subscribers have opened an email or clicked certain links. We may use this information for purposes including determining which of our emails are more interesting to users and to query whether users who do not open our emails wish to continue receiving them.

## **CHANGES TO THIS POLICY**

Any changes we may make to this policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes.

Last update: 28/09/2020