



## COOKIE POLICY

### 1. Privacy and Cookies

#### BACKGROUND:

This website [www.axada.co.uk](http://www.axada.co.uk) ("Our Site") uses cookies and similar technologies in order to distinguish you from other users. By using cookies, We are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Site. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

### 2. Definitions and Interpretation

2.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

### 3. How Does Our Site Use Cookies?

3.1 We may use cookies on Our Site for a number of reasons, all of which are designed to improve your experience of using it. Cookies allow you to navigate around Our Site better and enable Us to tailor and improve Our Site by saving your preferences and understanding your use of it.

3.2 We use the following types of cookie:

#### 3.2.1 Strictly Necessary Cookies

A cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions.

#### 3.2.2 Analytics Cookies

It is important for Us to understand how you use Our Site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.

#### 3.2.3 Functionality Cookies

Functionality cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences.

#### 3.2.4 Targeting Cookies

It is also important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have clicked on). As with analytics cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests. Some information gathered by targeting cookies may also be shared with third parties.

#### 3.2.5 Third Party Cookies

Third party cookies are not placed by Us and We have no control over them. Third party cookies may be used by advertising services to serve up tailored advertising to you on Our Site, or by third parties providing analytics services to Us (these cookies will work in the same way as analytics cookies described above).

#### 3.2.6 Persistent Cookies

The above types of cookie may be a persistent cookie. Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.

#### 3.2.7 Session Cookies

Any of the above types of cookie may be a session cookie. Session cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session cookies are deleted when you close your browser.

- 3.3 We also use web beacons on Our Site to track your navigation around it. As with analytics cookies described above, web beacons help Us to understand how you use Our Site and enable us to improve it in the future.
- 3.4 Cookies on Our Site are not permanent and will expire after 12 months
- 3.5 For more specific details of the cookies that We use, please refer to the table below.

## 4. **How Do We Use Cookies in Emails?**

- 4.1 In addition to using cookies on Our Site, we use cookies and similar technologies in some of the emails we send to you. Just like the cookies on Our Site, these are used to help Us understand your use of Our Site and to keep improving it.
- 4.2 We use web beacons in some of Our emails. We use web beacons to detect when (or whether) you open an email and how you have interacted with it, and other information such as your email client, web browser, computer or device, and IP address. Web beacons may also be used to serve up emails in a particular format that is best suited to your computer or device.
- 4.3 Emails from Us may contain links. Each one of those links will contain a unique tag which enables Us to track which links are being used and by whom. This information can then be used to improve and tailor our emails in the future.

## 5. **Changes to this Cookie Policy**

- 5.1 We may alter this Cookie Policy at any time. If We do so, details of the changes will be highlighted at the top of this page. Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.
- 5.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

## 6. **Further Information**

- 6.1 If you would like to know more about how We use cookies, please contact Us at [info@axada.co.uk](mailto:info@axada.co.uk)

## 7. **Data Protection**

- 7.1 All personal information that We may collect (including, but not limited to, your name and contact details) will be collected, used and held in accordance with the provisions of the Data Protection Act 1998 and your rights and Our obligations under that Act.
- 7.2 The Company is registered in the register of data controllers, registration number: ZA209587
- 7.3 We may use your personal information to:
  - 7.3.1 Reply to any communications you send to Us;
  - 7.3.2 Send you important notices and information that may affect you.
  - 7.3.3 Send you news and updates and details of new products and services.
- 7.4 We will not pass on your personal information to any third parties without first obtaining your express permission to do so.