



APPLICABLE FOR: All Sites / Processes

Owner: HSC

TITLE: Cookie Policy

1. What are Cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. Web beacons or other similar files can also do the same thing. We use the term "cookies" in this policy to refer to all files that collect information in this way. There are many functions cookies serve. For example, they can help us to remember your username, preferences and analyse how well our website is performing.

Certain cookies contain personal information – for example, if you click to "remember me" when logging in, a cookie will store your username. 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 websites, or a user's general location.

2. Our use of Cookies

We use Cookies for the following purposes:

- To improve the performance of our websites by understanding which parts work well, and which don't.
- To deliver relevant online advertising to you both on our websites and elsewhere. This is sometimes done by combining data that we already have about you with the data collected through Cookies. These Cookies are placed by us and selected third parties and enable adverts to be presented to you on our and third party websites.
- To measure how effective our online advertising and marketing communications are.
- To enable us to collect information about how you and other people use our websites.
- To improve your experience on our websites, for example we use Cookies to remember the products you've put in your basket and to personalise your experience.

3. What Cookies do we use?

We use the following Cookies:

Strictly necessary Cookies. These are Cookies that are required for the operation of our website. They are necessary for the safety, security and integrity of the site. For example, they help support the structure of the pages that are displayed to you, help to improve navigation and allow you to return to pages you have previously visited. This type of Cookie only lasts for the duration of the time you are visiting the website. When you leave the website they are deleted automatically.

Performance Cookies or analytical Cookies. They allow us to recognise and count the number of visitors and to see how visitors move around 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. The data is aggregated and anonymised, which means we cannot identify you as an individual.

Functionality Cookies. These are used to recognise you when you return to our website. This enables us to remember your preferences (for example, your choice of language). These Cookies will remain on your device until you choose to clear it. If you choose to do this, you will need to enter your details each time you visit the site.



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4. Blocking or restricting Cookies.

You can stop Cookies being used on your device by activating the setting on your browser that allows you to block the deployment of all or some Cookies. Please visit www.allaboutcookies.org to find out how. (Please note, the above websites are not a TMG site and we are not responsible for their content)

5. Contact us

If you have a question about this policy please contact us by one of the following means:

- Email address: DPO@themansfieldgroup.com
- Telephone number: 0870 600 3444
- Postal Address: Data Protection Officer Highpoint, Festival way, Festival park, Stoke on Trent, St1 5SH

This privacy policy was most recently updated in May 2018. If we make changes to it, then we will take appropriate steps to bring those changes to your attention.