

Cookie Policy for May Filmworks Ltd

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. A cookie is a small text file, typically of letters and numbers, downloaded to your computer when you access websites. Typically, they contain the following information: a site name and unique user ID, the duration of the cookie's abilities and effects, and a random number. As a rule, cookies cannot be used to reveal your identity or personally identifying information.

May Filmworks Ltd and our third-party service providers (including Google, Display Advertising and Remarketing service providers) use first party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to keep you informed of new products and/or special offers and to facilitate site navigation and personalise your experience. Cookies help us collect technical and navigational information, such as browser type, time spent on our site and pages visited, also to monitor viewing and responses to Lifestyle Vitamins advertisements.

Our cookies help us:

- Make our website work as you'd expect
- Save you having to login every time you visit the site
- Remember your settings during and between visits
- Offer you free services/content
- Improve the speed/security of the site
- Continuously improve our website for you
- Make our marketing more efficient

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass personally identifiable data to third parties
- Pay sales commissions

You can learn more about all the cookies we use below:

Granting us permission to use cookies

If the settings on the software you are using to view this website (your browser) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are happy with this. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work as you would expect.

More about cookies

The law on cookies demands that you, as a website user, are given the opportunity to understand how cookies are used on our websites and consent to cookies being stored on your computer or other internet accessible device.

What are cookies?

When you visit a website that uses cookies for the first time, a cookie is downloaded onto your computer. The next time you visit that website, your computer checks to see if it has a cookie that is relevant and sends the information contained in that cookie back to the website. The website then notes that you have been there before, and in some cases, tailors what is displayed on the screen to take account of that fact. They also might record how long you spend on each page on a website, what links you click, even your preferences for page layouts and colour schemes.

Generally, the role of cookies is beneficial, making your interaction with frequently-visited websites smoother with no extra effort on your part. Without cookies, online shopping would be much harder. Also, without cookies, some websites will become less interactive with the cookie option turned off.

Website Function Cookies

Our own cookies

We use cookies to make our website work including:
Determining if you are logged in or not
Remembering your search settings
Showing you which pages you have recently visited
Allowing you to add comments to our site

There is no way to prevent these cookies being set other than to not use our site.

Third party functions

Our website, like most websites, includes functionality provided by third parties. A common example is social media links. Our site includes the following which use cookies:

Disabling these cookies will likely affect the functions offered by these third parties

Visitor Statistics Cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called analytic programs also tell us if how people reached this site (e.g. from a search engine) and whether they have been here.
Most common cookies

Session cookies

These cookies expire when you close your web browser (Internet Explorer, Firefox, Safari, Google and Chrome). These cookies are used for various reasons, for example, remembering what you have put in your shopping basket as you browse a website. They can also be used for security to access your Internet banking or email.

Persistent cookies

These cookies are still stored on your computer after you have closed your web browser which allows your preferences on websites to be remembered. These cookies are used for a variety of purposes, for example, remembering your preferences on a website (your language choice or your user name on a particular website).

Persistent cookies can be removed by following your web browser help file directions. Most Internet browsers automatically accept cookies. You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the web sites you visit. If you choose not to accept cookies from our site, then you may not be able to access and use all or part of our site or benefit from the information and special offers. Visitors can easily opt-out of Google Analytics for Display Advertising and customize Google Display Network ads by using Ads Preferences Manager.

First and Third-Party cookies

This refers to the website placing the cookie. First party cookies are cookies set by the website you are visiting. Third party cookies are set by another website; the website you are visiting may have advertising on the page and this other website will be able to set a cookie on your computer. Third party cookies on the main web browsers allow third party cookies by default. Changing the settings on your browsers can prevent this.

Exceptions

There are some exceptions to the above where it is essential for a website to store information on your computer, for example, to provide a service to you that you have requested.

Our use of cookies

We use cookies to improve your experience on our websites and for functionality purposes, for example, to remember page you have just visited. These are known as session cookies.
We use:

Advertising Cookies

Cookies are widely used in online advertising. We, our advertisers and our advertising partners cannot gain personally identifiable information from these cookies. We only work with advertising partners who work to accepted privacy standards.

You can learn more about online advertising at <http://www.youronlinechoices.com> - You can opt-out of almost all advertising cookies at <http://www.youronlinechoices.com/uk/your-ad-choices> although we would prefer that you didn't as ultimately adverts help keep much of the internet free. It is also worth noting that opting out of advertising cookies will not mean you won't see adverts, just simply that they won't be tailored to you any longer.

We use:

Banner Adverts

From time to time we may use banner ads. These adverts are usually managed by a partner specialising in providing adverts for multiple sites. Invariably these partners place cookies to collect anonymous data about the websites you visit so they can personalise the adverts to you, ensure that you don't see the same adverts too frequently and ultimately report to advertisers on which adverts are working.

Remarketing Cookies

You may notice that sometimes after visiting a site you see increased numbers of adverts from the site you visited. This is because advertisers, including ourselves pay for these adverts. The technology to do this is made possible by cookies and as such we may place a so called "re-marketing cookie" during your visit. We use these adverts to offer special offers etc. to encourage you to come back to our site. You can opt out of these cookies at any time as explained above.

Turning Cookies Off

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies. Doing so however will likely limit the functionality of our website and a large proportion of the world's websites as cookies are a standard part of most modern websites.

It may be that you are concerned about cookies related to so-called "spyware". Rather than switching off cookies in your browser you may find that anti-spyware software achieves the same objective by automatically deleting cookies considered to be invasive.

Further information can be found at

http://www.ico.org.uk/for_organisations/privacy_and_electronic_communications/the_guide/cookies.aspx and <http://www.allaboutcookies.org/>

Your consent

By using our website, you consent to our privacy policy and cookie policy.