

COOKIE POLICY

What's a cookie?

- A "cookie" is a piece of information that is stored on your computer's hard drive if you agree to this and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

- Cookies are used by nearly all websites and do not harm your system.

We are required to obtain your consent for all non-essential cookies used on our website. You can block cookies (including essential cookies) at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block essential cookies you may not be able to access all or parts of our site.

How do we use cookies?

- We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

- Cookies are either:

- Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

- Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

- Cookies can also be categorised as follows:

- Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service. Without these cookies, the services available to you on

our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

- Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

- Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

- Targeting cookies: These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

- First and third party cookies: First party cookies are cookies set by our website. Third party cookies are cookies on our website that are set by a website other than our website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

We use different types of cookies on this website – first and third party. Essential cookies are required for the website to operate properly, while analytics cookies help us understand how visitors use the site and improve its performance. Marketing cookies may be used to measure the effectiveness of our advertising. Where required, analytics and marketing cookies will only be used with your consent.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Purpose
Essential Cookies	These cookies are required for the website to function correctly. They support essential features such as session management, shopping functionality, server performance and remembering your cookie choices.
_scc_session	A temporary session cookie used to maintain your active visit to the website. It can remember actions as you move between pages and helps maintain session continuity. Deleted when browser is closed.

commerce_cart	Used by the online store to provide shopping-cart functionality and remember items added to the cart. Deleted when browser is closed.
cookie_terms_accepted	Records that you have accepted or agreed to the website's cookie notice, preventing the consent banner from appearing repeatedly. Duration – 2 months.
cookie_warning_dismissed	Records that the cookie warning or notice has been dismissed so that it is not repeatedly displayed. Duration – 2 months.
CookieConsent	Stores your cookie consent choices and helps the website remember which categories of cookies you have agreed to. Duration – 1 month.
dps_site_id	A short-term cookie used for load balancing. It identifies the server cluster handling your visit, helping maintain a stable connection, improve page loading and ensure the correct version of the website is delivered. Deleted when browser is closed.
Analytics and Performance Cookies	These cookies help us understand how visitors use the website. The information is generally collected in an aggregated and anonymous form and is used to monitor website performance and improve the visitor experience.
<i>_tccl_visitor;</i> <i>_tccl_visit</i>	An analytics cookies associated with GoDaddy web hosting. They assign a unique anonymous identifier to help recognise repeat visitors and collect aggregated information about how the website is used. This helps us understand visitor numbers, website usage and performance. Duration – 1 year; deleted when browser is closed, respectively.
<i>_ga</i>	Used by Google Analytics to anonymously distinguish visitors and collect information about how visitors use the website. This information helps us analyse website traffic, visitor behaviour and website performance. Duration – 1 year.
<i>x-visitor-id</i>	Stores a unique, randomly generated, anonymous browser identifier. It may be used to recognise unique visitors, measure website activity and maintain continuity between page loads. Duration - 2 months.

Marketing, Advertising and Third Party Cookies _fbp	These cookies may be used to understand the effectiveness of advertising and to measure or personalise marketing activity. A browser identifier set by the Meta Pixel. It is used to distinguish browsers and help measure visits, conversions and the effectiveness of advertising delivered through Meta platforms such as Facebook and Instagram. Duration - 90 days
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You can alter your cookie preferences and settings at any time through your web browser.

You can opt out of being tracked by Google Analytics across all websites, by going to <http://tools.google.com/dlpage/gaoptout>.

Except for essential cookies, all cookies will expire after 1 year.

If you have any questions about the cookies that we use, feel free to email us at **support@darwinnutritionandhealthcoaching.co.uk**.