



How we use cookies and cookie-like technologies

Updated 21.11.18

Please see below for further information on the cookies we use.

Strictly necessary cookies

They are necessary for the website to function and cannot be switched off. They are usually only set in response to actions made by you which amount to a request for services (setting your privacy preferences, logging in, filling in forms, etc.). You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.

List of strictly necessary cookies:

Purpose	Type	Cookie name	Cookie duration
Shows cookie notice when you visit our website. Does not collect data.	Privacy – Management [1]	TC_OPTOUT	12 months
Required for you to use the Live Person chat widget.	Live Person [2&3]	LPVID, LPSID-73869490	23 months
Tracks your interaction with Live Person widget. Doesn't send the data anywhere it is used to translate it for Tag Commander.	Careline Chat Tracking [2&3]	LPvisitorID, LPsessionID	23 months
A system used to manage and place all cookies on to machine, including your preference to opt out.	Tag Commander	TCPID	12months
An anonymous cookie to keep products in your basket, remember your retailer preference and uses location information to display correct prices if available.	Constant Commerce [4]	cc_p_ls	10 years
A flag to indicate that you have opted-in.	Constant Commerce [4]	cc_p_ls_opt	1 year
Stores your social login	GIGYA	Ucid, gmid, has Gmid	4 months
To allow you to share a page of content	Add this [6]	Ouid, uid, um	13 months
To enable You tube videos to show in the page	You Tube [9]		

Analytics and performance-related cookies

These cookies allow us to count visits and traffic sources, to measure and improve the performance of our site. They show us which pages are the most and least popular and how visitors move around the site. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

These cookies are not essential to the website and we will always ask for your consent before placing these cookies. You can withdraw your consent at all times.

List of analytics and performance-related cookies:

Purpose	Type	Cookie name	Cookie duration
Tracks your journey and behaviour on the website to provide us with insight to improve your onsite experience.	Universal Analytics Standard [8]	_ga	23 months
	Adobe Analytics [9]	s_cc, s_sq	
A tool to visualise visits to our website. The data is anonymous and helps us to improve your onsite experience.	Hotjar UX Tracking	_hjIncludedInSample, 1P_JAR	1 year
Tracks your activity on events on our website to provide us with insight to improve your onsite experience, or to provide details on the site you visited just before arriving at our website.	Google Analytics Events/ DigitalData Event Mapper [8]	__utma, __utmc, __utmz, __utmb, __utmt	From a session to 23 months
	Adobe Analytics Events [9]	s_fid	
An anonymous cookie used to improve your experience on the add to basket tool.	Constant Commerce [4]	cc_a_h	10 years
An anonymous cookie used to improve your experience on the add to basket tool.	Constant Commerce [4]	cc_a_s	A session

Cookies for personalisation

These cookies enable website's enhanced functionality and personalization. They may be set by us or by third parties whose services we have added to our pages. If you do not allow these cookies, some or all of these services may not function properly.

These cookies are not essential to the website but enhance the experience for you. We will always ask for your consent before placing these cookies. You can withdraw your consent at all times.

List of personalisation cookies:

Purpose	Type	Cookie name	Cookie duration
To allow us to personalise your journey on our website by delivering you a different website experience.	Adobe Target [10]	__insp_targlpt	12 months
To allow us to personalise your experience on our website or allow us to send you tailored advertising/content on partner website or social media.	Adobe Audience Manager (AAM) [11]	AAMC_danoneuk_0	5 months
Tag Manager that deploys the Adobe Audience Manager tags	Adobe Launch (AAM Setup)	AMCV_97DFBD5E55AE87A97F000101%40AdobeOrg	30 days

Targeting cookies

These cookies may be set through our site by our advertising partners, to build a profile of your interests and to show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely

identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Our websites may also place cookies for third-party services such as social media, such as sharing or liking our content.

We do not provide any personal information to third parties that place cookies on our website. However, third parties may assume that users who interact with or click on a personalized ad or content displayed on our website fall within a group that the ad or content is directed towards. We do not have access to or control over cookies or other features that advertisers and third-party sites may use. The information practices of these third parties are not covered by our Privacy or Cookie policies. Please contact them directly for more information about their privacy practices.

These cookies are not essential to the website and we will always ask for your consent before placing these cookies. You can withdraw your consent at all times.

List of targeting cookies:

Purpose	Type	Cookie name	Cookie duration
Google ad pixel that will allow us to send you tailored advertising on partner websites based on your activity on our website.	DC - Global Site Tag [9]	IDE	12 months
Adwords global site ad pixel.	AW - Global Site Tag [12]	APISID	24 months
A Google ad pixel that will allow us to send you tailored advertising through google ads based on your behaviour on our website or exclude you from advertising.	DC - C&G baby club._All Page Visits	ra1_sid	12 months
	DC - C&G baby club._Homepage Visits	ra1_uid	12 months
	DC - C&G baby club registration confirmation	ra1_pd_856719205	12 months
	DC - C&G baby club_registration page Visits	RA1balancer	12 months
A google tag that tracks conversions such as a form completion.	AW - Google Ads Conversion Code [13]	GAPS	23 months
A cookie that will allow us to send you tailored advertising and content on Bing.	Bing UET Tag	MUID	12 months
A Google ad pixel that will allow us to send you tailored advertising through google ads based on your behaviour on our website, or exclude you from advertising.	Google Ads Global Site Tag	NID, SNID	12 months
Facebook ad pixel	This cookie helps us see which adverts you've been shown and see how effective they are. You can opt-out on Facebook [14].		Up to 28 days

1] Demdex privacy page and opt-out – http://littleoms.com/Demdex_privacypage.html

[2] LivePerson cookie definitions – <http://www.liveperson.com/policies/use-of-cookies>

[3] LivePerson privacy policy – <http://www.liveperson.com/policies/technology-privacy-policy>

- [4] Constant Commerce - <https://www.constant.co/terms>
- [5] Add This privacy policy – <http://www.addthis.com/privacy/privacy-policy>
- [6] Google/YouTube privacy policy – <http://www.google.com/policies/privacy/>
- [7] Google/YouTube cookies – <http://www.google.com/policies/privacy/key-terms/#toc-terms-cookies>
- [8] Google Analytics policy – <http://www.google.com/intl/en/analytics/privacyoverview.html>
- [9] Adobe Analytics cookies -
https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_analytics.html
- [10] Adobe Target cookies –
https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_target.html
- [11] Adobe Audience Manager cookies -
https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_am.html
- [12] Google Cookies Policy – <http://www.google.com/policies/technologies/types/>
- [13] Google Adwords/DoubleClick - <https://policies.google.com/technologies/types?hl=en>
- [14] Facebook Ads preferences – <https://www.facebook.com/ads/preferences/edit/>