How we use cookies and cookie-like technologies

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

Strictly necessary cookies

These 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 of data collected	Cookie name	How long is the cookie stored?	Type of cookie
Shows cookie notice when you visit our website. Does not collect data.	Privacy – Management [1]	TC_OPTOUT	12 months	1st party context. Dropped by Demdex.
Required for you to us the Live Person chat widget.	Live Person [2&3]	LPVID, LPSID-73869490	23 months	1st party context. Dropped by Live Person.
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	1st party context. Dropped by Live Person.
A system used to manage and place all cookies on to machine, including your preference to opt out.	Tag Commander [4]	TCPID	12 months	1st party context. Dropped by Tag Commander.
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 [5]	cc_p_ls	10 years	1st party context. Dropped by Consistent Commerce.
A flag to indicate that you have opted-in.	Constant Commerce [5]	cc_p_ls_opt	1 year	1st party context. Dropped by

				Consistent Commerce.
Stores your social login	GIGYA [6]	Ucid, gmid, has Gmid	4 months	1st party context. Dropped by Gigya.
To allow you to share a page of content.	Add this [7]	Ouid, uid, um	13 months	1st party context. Dropped by Add This.
To enable You Tube videos to show on the page.	You Tube [8]			

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 of data collected	Cookie name	How long is the cookie stored?	Type of Cookie
Tracks your journey and behaviour on the website to provide us with insight to improve your onsite experience.	Universal Analytics Standard [9]	_ga	23 months	1st party context. Dropped by Google.
		_gid	1 Day	1st party context. Dropped by Google.
	Adobe Analytics [10]	s_vnum, s_invisit	1 Day	1st party context. Dropped by Adobe.
		s_cc, s_ppv, s_tp, s_sq	Session	1st party context. Dropped by Adobe.
		s_vi	24 months	1st party context.

				Dropped by Adobe.
A tool to visualise visits to our website. The data is anonymous and helps us to improve your onsite experience.	Hotjar UX Tracking [11]	_hjIncludedInSample, 1P_JAR	12 months	1st party context. Dropped by Hotjar.
An anonymous cookie used to improve your experience on the add to basket tool.	Constant Commerce [5]	cc_a_h	10 years	1st party context. Dropped by Constant Commerce.
An anonymous cookie used to improve your experience on the add to basket tool.		cc_a_s	A session	1st party context. Dropped by Constant Commerce.
This cookie provides insights on our marketing campaigns and helps us determine ad to registration conversion rates. If you register for an account with us, this cookie enables us to store the utm values (e.g. the relevant ad that brought you to our site and registration page) on your profile in our CRM system – this helps us to measure the effectiveness of our marketing campaigns and provides insights into how our ads are performing.	Custom UTM cookie created in Adobe Launch	utmsCookie	7 days	1st party context. Dropped by Adobe.

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 of data collected	Cookie name	How long is the cookie stored?	Type of cookie
To allow us to personalise your journey on our website by delivering you a different website experience.	Adobe Target [12]	mbox	2 Years	1st party context. Dropped by Adobe.
		__insp_targlpt	1 Year	1st party context. Dropped by Adobe.
		mboxEdgeCluster	1 Day	1st party context. Dropped by Adobe.
To allow us to personalise your experience on our website or allow us to send you tailored advertising/conte nt on partner website or social media.	Adobe Audience Manager [13]	AMCV_97DFBD5E55AE87A97F000101%40AdobeOrg	2 Years	1st party context. Dropped by Adobe.
		aam_tnt	1 Month	1st party context. Dropped by Adobe.
		AMCVS_97DFBD5E55AE87A97F000101%40AdobeOrg	Session	1st party context. Dropped by Adobe.
		dextp, demdex, DST	6 Months	3rd Party Context. Dropped by Adobe.

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 of data collected	Cookie name	How long is the cookie stored?	Type of cookie
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 [14]	IDE	12 months	1st and 3rd Party context. Dropped by Google.
Adwords global site ad pixel	AW - Global Site Tag [15]	APISID, SSID	24 Months	1st and 3rd Party context. Dropped by Google.
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 - Floodlight Tags [16]	ra1_sid, ra1_uid, ra1_pd_856719250, RA1balancer	12 Months	1st and 3rd Party context. Dropped by Google.
	Google Ads Global Site Tag	NID, SNID	12 months	1st and 3rd Party context. Dropped by Google.
A google tag that tracks conversions such as a form completion.	AW - Google Ads Conversion Code	GAPS	12 months	1st and 3rd Party context. Dropped by Google.
This cookie helps us see which adverts you've been shown and see how effective they are.	Facebook Pixel [17]	_fbp	Up to 28 days	1st Party context. Dropped by Facebook.

You can opt-out on Facebook.				
A cookie that will allow us to send you tailored advertising and content on Bing.	Bing UET [18]	MUID	12 Months	1st party context. Dropped by Bing.
A cookie that will allow us to send you tailored advertising and content on Pinterest	Pinterest [19]	_pinterest_cm, _pinterest_ct_ua, _pinterest_ct_rt	12 Months	1st party context. Dropped by Pinterest.
A cookie that will allow us to send you tailored advertising and content on Twitter	Twitter [20]	guest_id	3 months	1st party context. Dropped by Twitter.
A cookie that will allow us to send you tailored advertising and content on Amazon	Amazon [21]	ad-id	6 months	3rd party context. Dropped by Amazon.
	Amazon	ad-privacy	5 years	3rd party context. Dropped by Amazon.
A cookie that will allow us to send you tailored advertising and content on Snapchat	Snapchat [22]	_scid	12 months	1st party context. Dropped by Snapchat.
	Snapchat	sc_at	12 months	1st party context. Dropped by Snapchat.

List of sites referenced

[1] Demdex privacy page and opt-out – https://www.adobe.com/uk/privacy.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] Tag Commander -

https://github.com/TagCommander/pods/blob/master/TCPrivacy/README.md

[5] Constant Commerce - https://www.constant.co/terms

[6] Gigya privacy policy -

https://help.sap.com/viewer/8b8d6fffe113457094a17701f63e3d6a/GIGYA/en-

US/414f36ba70b21014bbc5a10ce4041860.html?q=gigya%20privacy%20policy

[7] Add This privacy policy – http://www.addthis.com/privacy/privacy-policy

[8] Google/YouTube privacy policy – http://www.google.com/policies/privacy/

[8] Google/YouTube cookies – http://www.google.com/ policies/privacy/key-terms/#toc-terms-cookies

[9] Google Analytics policy – https://policies.google.com/technologies/cookies#types-of-cookies

[10] Adobe Analytics cookies -

https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_analytics.html

[11] Hotjar privacy policy - https://www.hotjar.com/legal/policies/privacy/

[12] Adobe Target cookies –

https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_target.html

[13] Adobe Audience Manager cookies -

https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_am.html

[14] Google Cookies Policy – http://www.google.com/policies/technologies/types/

[15] Google Adwords/DoubleClick - https://policies.google.com/technologies/types?hl=en

[16] Google Cookies Policy – http://www.google.com/policies/technologies/types/

[17] Facebook Ads preferences – https://www.facebook.com/ads/preferences/edit/

[18] Microsoft privacy policy - https://privacy.microsoft.com/en-gb/privacystatement

[19] Pinterest privacy policy - https://policy.pinterest.com/en/privacy-policy

[20] Twitter privacy policy - https://twitter.com/en/privacy

[21] Amazon privacy policy -

https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ

[22] Snap privacy policy - https://snap.com/en-US/privacy/privacy-policy