



## Cookie Statement

Cookies are small text files that are stored in a computer's web browser memory. They help website providers with things like understanding how people use a website, remembering a User's login details, and storing website preferences. This page explains how we use cookies and other similar technologies to help us ensure that our services function properly, prevent fraud and other harm, and analyse and improve the services in accordance with our Privacy Statement.

The cookies used are to ensure that you are sent the correct content when your computer requests it. We also use cookies to store special information about services provided especially for you, such as being able to log into your dashboard. If you choose to buy something, we will use a cookie to remember your choice as you move through our web site.

In addition, we host content from some third parties that place cookies on your computer. These providers include our advertising partners, as well as companies such as Google and Facebook. Some of these cookies have 'far future' expiration dates – in other words, they are designed to stay on your computer for as long as possible.

If you wish to remove any cookies our web site has placed on your computer, please consult the instructions for your specific internet browser. Note that currently, it is not possible to use our web site without consenting to cookies being stored on your computer.

Cookies that we commonly use are listed below. This list is not exhaustive, but describes the main reasons we typically set cookies.

### Kaboodle Cookies

Cookie Name	Description	Lifespan
session	This is used to identify a customer's unique basket or when they are logged in.	session

### Third party analytics and other cookies

Category	Third Party	Purpose and further information
Site Analytics	Google	Ensures that the website is fully functional and optimised to create the best possible user experience. To opt-out of receiving these cookies please see Google's privacy policy at: <a href="http://www.google.com/privacypolicy.html">http://www.google.com/privacypolicy.html</a> or visit <a href="http://tools.google.com/dlpage/gaoptout">http://tools.google.com/dlpage/gaoptout</a> .
Site Analytics	Hotjar	These are cookies that are used to analyse a user's actions and behaviours on our website through conversion optimization solutions so we can understand how you are using the website. This provides us with information to ensure the best possible user experience. <a href="https://www.hotjar.com/cookies">https://www.hotjar.com/cookies</a>
Marketing-Targeted	Facebook	Custom audience tracking pixel for retargeting website visitors with relevant adverts. This is called online behavioural advertising, a common online advertising practice and does not collect any personal data <a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>
Performance	Newrelic	Performance monitoring cookies to ensure the best possible user performance. <a href="https://newrelic.com/cookie-policy">https://newrelic.com/cookie-policy</a>
Payment	Stripe	Payment cookie used for authentication, fraud prevention and detection services. <a href="https://stripe.com/cookies-policy/legal">https://stripe.com/cookies-policy/legal</a>