



COOKIES POLICY

In order to provide you with the best online experience, this website uses cookies. By using our website, you agree to our use of cookies.

COOKIES – THE LOWDOWN

Read through this section for all you need to know about what cookies are and how we use them.

What are cookies?

Cookies are small text files placed on your computer by websites or sometimes by emails. They let us identify the device you're using – but not you personally. They provide useful information to companies, which help in all sorts of ways. For you, it means you can use our site more efficiently and save time by not having to re-enter your details each time you visit. They also make sure you receive the most relevant information from Adventurous Ewe. For us, cookies help us to analyse how our customers interact with our site so we can make improvements. Cookies are unique to the web browser you're using – so if you're using a desktop computer as well as a mobile, different data will be collected for each.

We use a number of different cookies on our site. If you need more information on what cookies are, or how to control or delete them, then we recommend you visit the About Cookies website at www.aboutcookies.org for detailed guidance.

Our website may contain links to third party websites, micro-sites or analytical tools (eg Google) not controlled or owned by us, such as reference, review, ancillary products and services sites. It is your responsibility to check the status of these sites before using them. We make no representations or warranties in relation to the privacy practices of any third party website and we are not responsible for the privacy policies or the content of any third party website. Please read their applicable privacy policies and terms of use carefully. By using our website, you consent to our use of cookies.

If you are not happy, then you could browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.) or delete Adventurous Ewe cookies having visited the site.

Opting-Out

Most browsers allow you to refuse to accept cookies. For example:

1. In **Internet Explorer** you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector;
2. In **Firefox** you can block all cookies by clicking "Tools", "Options", and un-checking "Accept cookies from sites" in the "Privacy" box.

Blocking all cookies will, however, have a negative impact upon the usability of many websites.

You can also delete cookies stored on your computer:

1. In **Internet Explorer**, you must manually delete cookie files;
2. In **Firefox**, you can delete cookies by, first ensuring that cookies are to be deleted when you "clear private data" (this setting can be changed by clicking "Tools", "Options" and "Settings" in the "Private Data" box) and then clicking "Clear private data" in the "Tools" menu.

Doing this may have a negative impact on the usability of many websites.

Types of Cookie

First Party Cookies

First party cookies are set by the website you are visiting and they can only be read by that site.

Third Party Cookies

Third party cookies are set by other organisations that we use for different services. For example, Adventurous Ewe uses external analytics services and these suppliers may set cookies on our behalf in order to report what's popular and what's not. The website you are visiting may also contain content embedded from, for example, YouTube or Twitter and these sites may set their own cookies.

Session Cookies

Session Cookies are stored only for the duration of your visit to a website and these are deleted from your device when your browsing session ends. More information on session cookies and what they are used for at www.allaboutcookies.org/cookies/session-cookies-used-for.html

Persistent Cookies for Site Analytics and Performance (Google, Hubspot etc)

This type of cookie is saved on your device for a fixed period. Persistent cookies are used where we need to know who you are for more than one usage session. For example, if you have asked us to remember preferences like your location or your username. We use this to understand how the site is being used in order to improve the user experience. User data is all anonymous.

You can find out more about Google's position on privacy as regards its analytics service at www.google.co.uk/intl/en/policies/privacy/

Flash Cookies

Many websites use Adobe Flash Player to deliver video and game content to their users. Adobe utilise their own cookies, which are not manageable through your browser settings but are used by the Flash Player for similar purposes, such as storing preferences or tracking users.

Flash Cookies work in a different way to web browser cookies; rather than having individual cookies for particular jobs, a website is restricted to storing all data in one cookie. You can control how much data, if any, may be stored in that cookie but you cannot choose what type of information is allowed to be stored. You can manage which websites can store information in Flash cookies on your device via the website storage settings panel on the Adobe website.

Web beacons, clear GIFs, page tags and web bugs

These are all terms used to describe a particular form of technology implemented by many websites in order to help them to analyse how their site is being used and, in turn, to improve your experience of their site.

A web beacon (or similar) usually takes the form of a small, transparent image, which is embedded in a web page or an email. They are used in conjunction with cookies and send information such as your IP address, when you viewed the page or email, from what device and your (broad) location.

How do we use cookies?

Cookies enable us to identify your device, or you when you have logged in. We use cookies that are strictly necessary to enable you to move around the site or to provide certain basic features. We use cookies to enhance the functionality of the website by storing your preferences. We also use cookies to help us to improve the performance of our website to provide you with a better user experience.

Typically, we use cookies to deliver the following services throughout the pages of our websites:

- To enable us to recognise your device so you don't have to give the same information repeatedly;
- To ensure that if you are purchasing a product or service via our websites, your experience is smooth and secure;

- To record what people like and don't like on the website and the popularity of various elements of the website so that we can ensure that it works properly at points of high usage
- Cookies may sometimes be used to deliver marketing messages relevant to you – a practice across the internet and known as behavioural marketing. Please see the section below called: What is Behavioural Marketing?

What is Behavioural Marketing?

Behavioural Marketing technology gives users a more valuable and unique experience by delivering content that is more relevant to the user. The system we are using is a type of "onsite behavioural marketing" which uses cookies to discover general information about which pages on our sites you visit. It also looks at IP addresses to add general information about the country, city or region in which you are located, along with your domain name (e.g. what internet service provider you use). This information enables you to be grouped with other people of similar interests and places you in a "market segment".

It is important to note that at no time will we or our service providers attempt to identify you individually, and at no time do we know who you are or what pages you individually have been looking at - we simply aggregate the relevant information to create the market segments of groups of people. We will at all times seek to comply with the regulatory framework applicable to onsite behavioural targeting technology in our implementation of it. Our "onsite behavioural marketing" functionality is different from other forms of behavioural targeting in that we only look at your journey across our website. We do not use or share data with any other websites.

If you have any questions about our cookies, [please contact us](#).