



## How we use cookies and cookie like technology

Updated 04/07/2019

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 Chat widget	Live Person (2) (3)	LPVID, LPSID-73869490	23 months
Tracks your interaction with Live Chat widget. Doesn't send the data anywhere, used to translate for Tag Management.	Careline Chat Tracking (2) (3)	LPVistorID, LPsessionID	23 months
A system used to manage and place all cookies onto machine including your preference to opt out.	Tag Commander	TCPID	12 months
Stores your social login	GIGYA	Ucid, gmid, has Gmid	4 months
Allow you to share a page of content	Add this (6)	Ouid, uid, um	13months
Enable youtube videos to show in a page	Youtube (9)		

### Analytics & 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< td=""> <td>23 months</td> </ga<>	23 months
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 / digital data event mapper (8)	_ <utma, _utmb,="" _utmc,="" _utmt<="" _utmz,="" td=""> <td>From a session to 23 months</td> </utma,>	From a session to 23 months

### 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_targetlpt< td=""> <td>12 months</td> </insp_targetlpt<>	12 months

### 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
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 Babyclub All Page visits	Ra1_sid	12 months
	DC C&G Babyclub homepage visits	Ra1_uid	
	DC C&G babyclub registration confirmation	Ra1_pd_856719205	
	DC C&G Babyclub registration page visits	Ra1balancer	
A Google tag that tracks conversions such as a form completion	AW – Google Ads Conversion Code (13)	GAPS	23 months
A Google ad pixel that will allow us to send you tailored advertising through Google Ads based on your behaviour on our	Google Ads Global Site Tag	NID, SNID	12 months

website or exclude you from advertising			
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

## Your preferences

It's possible to restrict or block cookies or even delete cookies that have already been placed on your device. If you do so, you may not be able to access certain parts of our website and we may think that you have never visited us before and will therefore show you the Cookie Notice again and ask for your consent in placing cookies.

You can also restrict or block cookies by changing your browser's settings. The configuration of each browser is different. It is described in the help menu of your browser, which will allow you to know how to change your wishes for cookies.

» Firefox: <https://support.mozilla.org/en/kb/cookies-informations-sites-record>

- ✓ Click on the menu button and select "Options".
- ✓ Select the "Privacy" panel.
- ✓ Set the "Storage Rules" menu to "Use Custom Settings for History".
- ✓ Clear the "Accept cookies" checkbox.
- ✓ Any changes you have made will be automatically saved.

» Internet Explorer : <https://support.microsoft.com/en-us/products/windows?os=windows-7>

- ✓ Click the Tools button, then click "Internet Options".
- ✓ Click the "Privacy" tab, then under "Settings", move the cursor up to block all cookies or down to allow all cookies, then click OK.

» Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

- ✓ Select the Chrome menu icon.
- ✓ Select "Settings".
- ✓ At the bottom of the page, select "Show advanced settings".
- ✓ In the "Privacy" section, select "Content Settings".
- ✓ Select "Prohibit all sites from storing data".
- ✓ Select OK.

» Safari: <https://www.apple.com/legal/privacy/en-ww/cookies/>

- ✓ Click "Settings"> "Safari"> "Privacy"> "Cookies and Website Data"
- ✓ Then select "always block".

» Opera: <http://help.opera.com/Windows/10.20/en/cookies.html>

## How to contact us

If you have any questions, comments or complaints regarding cookies, please contact us via our [contact page](#).

## Further Reading on Specific cookie types referenced

- 1] Demdex privacy page and opt-out – [http://littleoms.com/Demdex\\_privacypage.html](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>
- [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>
- [10] Adobe Target cookies – [https://marketing.adobe.com/resources/help/en\\_US/whitepapers/cookies/cookies\\_target.html](https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_target.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/>