

## What Are Cookies And How Do They Benefit You

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Cookies are not programs or software. When you visit a website it stores a snippet of text from your visit, the next time you visit this text is retrieved by the website and they recognise you depending on the type of website. So when it feels like a website knows your preferences or is showing you items based on previous searches or choices this is because the website has used a cookie to recognise you. Cookies on our website do NOT store personally identifiable information such as postal addresses, email addresses or phone numbers.

### Our cookies help us:

- Make our website work as you'd expect
- Improve the speed/security of the site
- Continuously improve our website for you
- Make our marketing more efficient (ultimately helping us to offer the service we do at the price we do)

### We do not use cookies to:

- Collect any personally identifiable information (we will always ask for your express permission if we ever do collect this information but we don't see why we ever will need to)
- Collect any sensitive information (without your express permission)

You can learn more about all the types of cookies we use below

### Granting Us Permission To Use Cookies

If the settings on your software that you are using to view this website (your browser ie. Internet Explorer, Google Chrome, Mozilla Firefox etc) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can disable cookies through Internet options on your browser menu at any time, however please be aware that doing so will likely mean that our site will not work as you would expect.

### More About Our Cookies

#### 1. Anonymous Visitor & Behaviour Statistics Cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called "analytics" programs also tell us if, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before helping us to put more money into developing our services for you instead of marketing spend.

We use:

Google Analytics - you can opt out of Google Analytics using this tool:

<http://computer.howstuffworks.com/internet/basics/question82.htm>

## 2. Social Media Website Cookies

So you can easily "Like" or share our content on the likes of Facebook and Twitter we have included sharing buttons on our site.

The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.

### Turning Cookies Off

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies (Learn how here). Doing so however will likely limit the functionality of ours and a large proportion of the world's websites as cookies are a standard part of most modern websites

It may be that your concerns around cookies relate to so called "spyware". Rather than switching off cookies in your browser you may find that anti-spyware software achieves the same objective by automatically deleting cookies considered to be invasive.

Here is a link to the Google Privacy Policy which covers Analytics and Doubleclick as well as all other Google advertising functions such as Adsense; <http://www.google.ie/intl/en/policies/privacy/>

Here is another guide to your online options; <http://www.youronlinechoices.com/ie/>