



# Cookie Policy

Please read the following policy to understand how we will treat the information which you give to us when you use our site. If you have any concerns or queries in relation to this policy, please contact us at [info@brightbay.co.uk](mailto:info@brightbay.co.uk) and we will be happy to answer your questions.

## INFORMATION ABOUT OUR USE OF COOKIES AND CONSENT

### Cookies Policy

In order to comply with rules surrounding the collection of data through our website, we use a system that classifies the different types of cookies which we use on our website.

We use a third-party analytics tool to monitor the performance of our website which does not identify you as an individual but the information supplied by cookies can help us to analyse the profile of our visitors and how the website is used. This enables us to provide you with a better user experience.

#### What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences.
- Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

You can find more information about cookies here:

- [allaboutcookies.org](http://allaboutcookies.org)
- [youronlinechoices.eu](http://youronlinechoices.eu)

#### Cookies used on the website

A list of all the cookies used on the website by category is set out below.

##### Strictly necessary cookies

These cookies are essential to enable you to move around the website and use its features. Without these cookies the website cannot provide the information you have requested. Cookies are used here to protect the contact forms and alert us if someone is misusing the contact form. They are also used to properly display fonts.



## Performance cookies

These cookies collect information about how visitors use the website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the website works.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. This cookie policy provides you with clear and comprehensive information about the cookies we use and the purpose for using them. Due to recent changes in law, all Web sites which operate across certain part of the European Union are required to obtain consent using or storing cookies (or similar technologies) on your computers or mobile device.

By continuing to browse the site, you are agreeing to our use of cookies as set out below. If you do not agree to our placing cookies on your computer, then you should either decide to not visit the site, delete the cookies having visited the site, or visit the site using your browser's anonymous usage setting. Please read this cookie policy carefully for more details about the information we collect when you use this site. In all cases in which cookies are used on this site, the cookies will not collect any personally identifiable information.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose
Google Analytics	__utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exist. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmb	Used to determine new sessions or visits. The cookie is created when the javascript library executes and no existing __utmb cookies exist. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session or visit.
Google Analytics	__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics

## How to delete and block our cookies

You can block cookies by activating the settings on your web browser that allows you to refuse the setting of all or some cookies. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies as soon as you visit our site. Except for essential cookies, all cookies will expire after 12 months. Please note that if you choose to reject the cookies, certain parts of the site may not be available to you and certain pages will not function properly.

For further information about deleting or blocking cookies, please visit: <http://www.aboutcookies.org/Default.aspx?page=2>.

## More information about cookies

Information about cookies

Useful information about cookies can be found at: <http://www.allaboutcookies.org/>



Internet Advertising Bureau

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at: <http://www.youronlinechoices.eu/>