

COOKIE POLICY

Our website uses browser cookies to collect information, to distinguish you from other users of our website, and ensure the effective running and management of the website.

What is a cookie?

Cookies are small text files which are downloaded onto your computer when you visit a website. They are vital to the smooth running of websites and disabling them may limit website functionality and hinder user experience.

Cookies do not collect confidential or personally identifiable information such as your home address, telephone number or credit card details.

Cookies can be either first party (on-site) or third party, due to the use of external plugins and tools such as website visitor tracking and social sharing buttons.

For more information about cookies, please refer to the ICO.org.uk – <http://ico.org.uk/forthepublic/topicspecificguides/online/cookies>

Types of cookies

We may use the following types of 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.
- **Analytical or performance cookies:** these types of cookies 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, greet you by name and remember your preferences (for example, your choice of language or region).
- **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 the individual cookies we use and the purposes for which we use them below:

_atuvc

The _atuvc cookie is created by the AddThis social sharing plugin. It allows users to share content on Twitter, Facebook and via email.

The cookie expires when the browser is closed.

For further information please see:

<http://www.addthis.com/privacy>

<http://www.addthis.com/privacy/opt-out>

_ga and _gat

The purpose of Google Analytics cookies (_ga and _gat) is to collect data about website traffic levels and visitor behaviour, including the number of visits and pages viewed.

All data received by these cookies is anonymous and we cannot identify individual user behaviour.

This visitor data is useful as it enables us to improve www.seikoboutique.co.uk and better cater to site visitors in future.

The _ga cookie is set to expire after a period two years, or sooner if browser cookies are cleared.

The _gat cookie is set for ten minutes, or sooner if browser cookies are cleared.

For further information please see:

<https://support.google.com/ads/answer/2662922?hl=en>

<https://tools.google.com/dlpage/gaoptout/>

DoubleClick cookies

DoubleClick.net cookies are used for anonymous visitor demographic reporting purposes using Google Analytics.

DoubleClick cookies will expire after 30 days, or sooner if browser cookies are cleared.

For further information please see:

<https://support.google.com/ads/answer/2662922?hl=en>

<https://tools.google.com/dlpage/gaoptout/>

larval_session and Session_payload

PHP session cookies serve to identify the start of a new visitor session. The cookies are secure and encrypted and will expire when the browser is closed.

Managing your settings

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.