



## **COOKIES POLICY**

Our website, just as many other do, use cookies. These cookies are tiny little files that help us improve our website to help you have a better web experience. This provides us with ways to improve and customise your web experience, however we respect and value your privacy and you can control these cookies.

This Cookies Policy contains information on what cookies are, which cookies are placed on your device(s) when you access our website, and how we use cookies and similar tracking technologies on our website.

[We use cookies in accordance with our privacy notice](#)

### **WHAT IS A COOKIE?**

An internet cookie is a small text file that may be stored on your computer or mobile device that contains data related to a website which you visit. It may allow a website to track or remember your actions or preferences over a period of time, or it may contain data related to the function or delivery of the site. This provides you with a more efficient experience. It also allows companies to improve the information and services provided and measure the usability of their systems. Cookies can be set by the owner of the website domain and these are called first party cookies. Where cookies are set by another domain than the website you are visiting these are called third party cookies.

Some cookies are deleted when you close your browser. These are known as session cookies. Other cookies (such as tracking cookies or authentication cookies) remain on your device until they expire, or you delete them from your browser. These are known as persistent cookies and enable us and other third parties to remember things about you as a returning visitor.

For more information about cookies, please visit <http://www.allaboutcookies.org/>.

### **HOW DO WE USE COOKIES?**

We use cookies to ensure that we give you the best experience on our website, for website statistics, and to help us improve the user experience. Some cookies we use are essential to the operation of our website. We can use these cookies without requesting your permission to do so. Other, non-essential cookies help us to deliver the best possible experience on our website to you, but will only be used when you have granted permission for us to do so.

### **WHAT COOKIES DO WE USE?**

We use the following categories of cookies on our website:-

**Strictly Necessary Cookies** - These cookies are essential in order to enable you to move around the website efficiently and use essential features, such as accessing secure areas of the website. We do not need your consent to place these cookies on your device, as some services that you have asked for, such as shopping baskets or e-billing, cannot be provided without them.

**Performance Cookies** - Performance cookies monitor site performance and follow user actions, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors



move around the site. Google Analytics cookies are an example of performance cookies. These cookies do not collect identifiable user information, they obtain data anonymously and only use it to improve the performance of a website.

**Functional Cookies** - These cookies recognise you when you return to our website. They allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. They may be set by us or by third party providers whose services we have added to our pages. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

**Targeting or Advertising Cookies** - These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

**Third Party Cookies and Plugins** - A third-party cookie is one that is placed on a user's hard disk by a website from a domain other than the one a user is visiting. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. You can block cookies and plugins set by third parties via our consent management platform.

## **HOW DO I DISABLE COOKIES?**

You can stop cookies being downloaded on to your device by selecting the appropriate settings on our consent management platform. However, please note that if you do this you may not be able to use the full functionality of our website.

Different browsers make different controls available to you and so we have provided links below to popular manufacturers' instructions on how you can do this:-

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari / Safari Mobile](#)

To find information relating to other browsers, please visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>.

Your browser will also give you the ability to delete browser cache. The browser cache is a temporary storage location on your computer for files downloaded by your browser to display websites.

There is more information about cookies, including how to delete them on the website <http://www.allaboutcookies.org/>.



## **CONTACT US**

You can contact our Data Protection Officer if you have any queries about cookies on our website by email at [dataprotection@afc.co.uk](mailto:dataprotection@afc.co.uk), or by post at the address below.

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