



ARTHAUS

Arthaus Visual Communications Limited

Cookie Policy

Version: 2.0



Policy information

Organisation:

Arthaus Visual Communications Limited
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Policy operational date:

V2.0: 03 May 2018

Policy prepared by:

Mark Bowerman – Director
Approved by Management Committee 02 May 2018

Policy review date:

04 January 2019

Our Use of Cookies and Other Similar Technologies

We use cookies and similar technologies like pixels, tags, web beacons, and other identifiers to help us personalise our website for you, remember your preferences, understand how users are using our website or app, and help customise our marketing offerings.

Cookies

A cookie is a small data file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognise your browser. The length of time a cookie will stay on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Arthaus uses both types of cookies. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your computer or mobile device until they expire or are deleted.

We use the following types of cookies on our website:

- *Performance cookies.* These cookies collect information about how you use our websites. This data may be used to help optimise our website and make it easier for you to navigate.
- *Functional cookies.* These cookies allow our websites to remember choices you make while browsing and personalise your experience. We may store your geographic location in a cookie for instance, to ensure that we show you the website relevant to your area.
- *Analytics cookies.* We use analytics cookies, like those offered by Google Analytics, to help us understand things like how long a visitor stays on our website, what pages they find most useful, and how they arrived at arthaus.co.uk. To learn more about Google Analytics and your data, visit this [Google webpage](#).

We may from time to time also have reason to use the following types of cookies on our website:

- *Strictly necessary cookies.* These cookies are essential for you to browse our website and use its features. Without these cookies, services like shopping baskets cannot be provided.
- *Third Party cookies.* Third party cookies are those placed by websites and/or parties other than Arthaus. These cookies may be used on our website to improve our products or services or to help us provide more relevant advertising. These cookies are subject to the respective privacy policies for these external services, for example, Facebook Data Use Policy.

How to control Cookie settings

Most web browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may impair your overall user experience, as it will no longer be personalised to you. Some browsers offer a "Do Not Track" ("DNT") signal where you can indicate your preference regarding tracking and cross-site tracking. Although we do not currently employ technology that recognises DNT signals, we will only process your personal data in accordance with this Statement. Below you can learn about how to control cookie settings on popular web browsers:

- Google Chrome
- Internet Explorer (IE)
- Safari
- Firefox
- Pixels

In addition to cookies, we may at times have cause to use small graphic images known as 'pixels' (also known as web beacons, clear GIFs, or pixel tags). We use pixels in our email communications to you (if you have selected to receive such communications) to help us to understand whether our email communication has been viewed.

Other Identifiers

When you use our app, we collect a unique ad-tracking identifier from your device (the Advertising Identifier or “IDFA” on iOS devices and the Google Ad ID or “AID” on Android devices) so that we can learn more about users of our app and provide the most relevant messaging and marketing. Although these identifiers are unique to your device, they do not contain any of your personal information such as your name or email address.

How to control Identifier Settings

You can control how these identifiers are used, including the ability to reset them, through your device settings. Below you can learn about how to control cookie settings on popular web browsers:

- Apple iOS
- Android

How to Contact Us

If you have any questions about the use of your personal information, please email help@arthaus.co.uk.

Unless otherwise stated, Arthaus Visual Communications Limited is a data controller for the personal data that we collect and is subject to our Privacy Policy. Our address is 24 Old Brewery Lane, New Street, Henley, Oxfordshire RG9 2DE.