LOYALTY PRO Cookie Policy

The cookie settings on our websites are set to "allow cookies" to give you the best browsing experience possible. If you continue to use this website without changing your cookie settings or you click "Accept" below then you are consenting to this.

What are Cookies?

We use the term cookie to describe cookies and similar technologies such as tags and pixels.

Cookies are small text files which are downloaded to your device when you visit a website or application. The website or application may retrieve these cookies from your web browser each time you visit, so they can recognise you, remember your preferences and provide you with a more secure or improved online experience. They do not contain or save any sensitive information about you:

They don't store your name
They don't store your address
They don't store any payment details
You will not receive any calls or mail as a result of a cookie

Our use of Cookies

We use Cookies for the following purposes:

- To improve the performance of our websites by understanding which parts work well, and which don't.
- To deliver relevant online advertising to you both on our websites and elsewhere. This is sometimes done by combining data that we already have about you with the data collected through Cookies. These Cookies are placed by us and selected third parties and enable adverts to be presented to you on our and third party websites.
- To measure how effective our online advertising and marketing communications are.
- To enable us to collect information about how you and other people use our websites.
- To improve your experience on our websites, for example we use Cookies to remember the products you've put in your basket and to personalise your experience.

What Cookies do we use?

We use the following Cookies:

Strictly necessary Cookies. These are Cookies that are required for the operation of our website. They are necessary for the safety, security and integrity of the site. For example, they help support the structure of the pages that are displayed to you, help to improve navigation and allow you to return to pages you have previously visited. This type of Cookie only lasts for the duration of the time you are visiting the website. When you leave the website they are deleted automatically.

Performance Cookies or analytical 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

The data is aggregated and anonymised, which means we cannot identify you as an individual. Some of the Performance Cookies we use include (but not limited to) Google Analytics.

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). These Cookies will remain on your device until you choose to clear it. If you choose to do this, you will need to enter your details each time you visit the site.

Blocking or restricting Cookies

By continuing to use our website, you are agreeing to use our cookies; alternatively, you can manage them in your browser setting. NB. If you decide to disable them, then you may not be able to access some of the features within our website.

Contact us

If you have a question about this policy, please contact us by email to dpo@loyaltypro.co.uk