

	QP-14 Fairer Fish Cookie Policy
--	--

This cookie policy is appertaining to the website www.fairerfish.co.uk

Issue No: 1.0 | Issue Date: 27/02/2019

Information about our use of cookies

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 allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We may 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, 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 in the table below. The Company considers that the collection and use of these cookies is necessary for our legitimate interests, namely, to study how customers use our products, to develop them, to grow our business and to inform our marketing strategy.

Document No	Issue No	Issue Date	Author	Page
QP-14	1.0	27/02/2019	Anne Whitehead	Page 1 of 2

	<p>QP-14</p> <p>Fairer Fish Cookie Policy</p>
--	---

Type	Cookie	Cookie Name	Purpose	When it expires
Analytical/ Performance Cookie	Google Analytics	_gid	This Google Analytics cookie stores and updates a unique value for each page visited.	2 Days
Analytical/ Performance Cookie	Google Analytics	_gat	This Google Analytics cookie is used to throttle the request rate for the service, limiting the collection of data on high traffic sites.	1 Day
Analytical/ Performance Cookie	Google Analytics	_ga	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports.	2 years

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You 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 site.

Document No	Issue No	Issue Date	Author	Page
QP-14	1.0	27/02/2019	Anne Whitehead	Page 2 of 2