

## COOKIES POLICY

### FRANCOTYP-POSTALIA LIMITED

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#### 1. Use of cookies

A cookie is a small text file which is placed onto your computer (or other electronic device) when you access our websites at [www.fpmailing.co.uk](http://www.fpmailing.co.uk) and [www.mailsave.co.uk](http://www.mailsave.co.uk) (**Website(s)**) as applicable. We use cookies on the Websites to:

- keep track of the items stored in your shopping basket and take you through the checkout process;
- recognise you whenever you visit the Websites (this speeds up your access to the Websites as you do not have to log in each time (if required));
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our customer requirements and interests;
- target our marketing and advertising campaigns and those of our partners more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer or other electronic device such as your IP address, your browser and/or other internet log information, this will not usually identify you personally. In certain circumstances we may collect personal information about you — but only where you voluntarily provide it (for example by completing an online form) or where you purchase goods or services from us.

In most cases we will need your consent in order to use cookies on the Websites. The exception is where the cookie is essential in order for us to provide you with a service you have requested (for example to enable you to put items in your shopping basket and use our check-out process).

#### 2. Consent

There is a notice on our home page which describes how we use cookies and which also provides a link to our Websites' privacy policy. If you use the Websites after this notification has been displayed to you, we will assume that you consent to our use of cookies for the purposes described in this Websites' cookie policy and our Websites' privacy policy found at <https://www.fpmailing.co.uk/wp-content/uploads/2018/05/Privacy-Policy.pdf>

### 3. **Third-party cookies**

We work with third party suppliers who may also set cookies on our Websites. These third party suppliers are responsible for the cookies they set on our Websites. If you want further information please go to the website for the relevant third party. You will find additional information in the table below.

### 4. **Description of cookies**

The table below provides more information about the cookies we use and why:

| <b>Name of cookie</b> | <b>Purpose for the cookie</b>   |
|-----------------------|---|
| Google Analytics      | The Websites use Google Analytics, a web analytics service provided by Google, Inc. ( <b>Google</b> ). Google Analytics uses cookies to help analyse how the Websites are being used. The information generated by the cookie about your use of the Websites (including your IP address) will be transmitted to and stored by Google on servers in the U.S. Google will use this information for the purpose of evaluating your use of the Websites, compiling reports on Website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using the Websites you consent to the processing of your personal data about you by Google in the manner and for the purposes set out above. |
| Session cookies       | These are only stored on your computer during your web session. They are automatically deleted when the browser is closed. They usually store an anonymous session ID allowing you to browse a website without having to log in to each page. They do not collect any information from your computer.   |
| Persistent cookies    | A persistent cookie is one stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We do not use persistent cookies other than for Google Analytics.  |

### 5. **How to turn off cookies**

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of the Websites. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.