SUGAR BUTTONS CREATIVE COOKIES POLICY

Our Website: ***www.sugarbuttonscreative.co.uk*** (the "**Website**") uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve the Website.

IF YOU DO NOT CONSENT TO THE COOKIES USED ON THE WEBSITE, YOU MUST DISABLE THEM OR REFRAIN FROM USING THE WEBSITE.

WHAT IS A COOKIE?

A cookie is a small file of text and numbers which is created by the Website. When you visit the Website, the cookie is attached to your computer or other device but does not access your hard drive on your computer. If you revisit the Website, the cookie will be recognised by the Website.

Cookies are widely used to do things such as identifying the type of device you are using (PC or a phone for instance) to access Website, store items in the shop basket and help you navigate pages more easily. They can also help you translate web pages, log into the Website or remember your region or country preferences. Cookies can also be used to help us find out how people use the Website and the number of visitors to it.

Cookies are not harmful to your computer and do not pose a security or virus risk to your computer, nor do they store any personal identifiable information about you. If you would like to know about what cookies are, or how to control or delete them, then you may choose to visit www.aboutcookies.org for more detailed guidance.

COOKIES WHICH WE USE

There are several types of cookies which we may use from time to time:

❖ **Necessary cookies.** These are necessary for the Website to function. If you do not allow these cookies, the Website will not operate for you.
❖ **Performance cookies.** These cookies allow us to recognise visitors to our Website and to see how they use it. We also use these cookies to help us improve the way in which the Website works, for example, making it easy for people to find what they are looking for.
❖ **Functionality cookies.** These are used to remember you when you revisit our Website, and enable us to personalise content for you, welcome you by name or to remember your preference such as your language choice or region.
❖ **Targeting cookies.** These cookies will record your visit to the Website, pages you visited and any links that you followed. Generally, this information is used to make the Website and any advertising relevant to your interests, but it may also be information which we share with a third party.

The cookie specifications for this Website are as follows:

Google Analytics

We use Google Analytics to collect information about how visitors use and access the Website. This information is used to compile reports to help us improve the site performance and your user experience. Google Analytics uses first party cookies to report on visitor interactions. These cookies collect anonymous information about visitors such as: number of visitors, new or returning visitors, referring sites and pages they have visited. Google Analytics uses the following cookies as detailed below:

Name	Provider	Type	Duration	Purpose
_utma	Google Analytics	1st Party Persistent Cookie	2 years from last update	This cookie is used to determine unique visitors to the Website. This is written the first time a user visits the site and is updated with each visit. If deleted a new unique cookie will be written during the next visit.
_utmb	Google Analytics	1st Party Persistent Cookie	30 mins after the last update/visitor inactivity	This is used to establish and to continue a user session on the site. Each time a user visits a different page on the site the

				cookie is updated. If you have deleted this cookie, a new one is written and a new session is established each time you visit.
_utmc	Google Analytics	1st Party Session Cookie	Expires on exit of session	This cookie is operated in conjunction with the _utmb cookie to determine whether or not to establish a new session for the user and expires when exiting the site.
_utmz	Google Analytics	1st Party Persistent Cookie	6 months from set/update	This cookie stores the referral type used by the visitor to reach the Website, whether via a direct method, referring link, site search, or campaign such as adwords or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within the site. The cookie is updated with each page view on the site.
_utmv	Google Analytics	1st Party Persistent Cookie	2 years from set/update	This cookie is used to analyse custom user segments and is used for displaying custom statistical information in google analytics on site visitor trends and usage patterns.

You can find out more about Google's position on privacy with regard to its analytics service at: http://www.google.com/intl/en/analytics/privacyoverview.html

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 or performance cookies or targeting cookies.

HOW CAN YOU MANAGE COOKIES?

Most browsers automatically accept cookies, but you can usually disable cookies by adjusting your browser settings. Please note that if you do turn cookies off, this may limit the service that we can provide to you and may affect your experience of the Website.

If you have any queries concerning your personal information or any questions on our use of cookie data, please contact us at enquiries@sugarbuttonscreative.co.uk.

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