

## **Cookie Policy for Otter Windows LTD**

### **Introduction**

This Cookie Policy refers to cookies used in websites operated by Otter Windows LTD.

### **What Are Cookies?**

Cookies are tiny files that are downloaded to your computer, to improve your experience when using a website. As is common practice with almost all professional websites this site uses cookies. This page describes what information they gather, how we use it and why we sometimes need to store these cookies.

### **Disabling Cookies**

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore, it is recommended that you do not disable cookies.

### **The Cookies We Set**

There may be the capability to create an account on this website. If you create an account with us then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out however in some cases they may remain afterwards to remember your site preferences when logged out.

We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

From time to time we offer user surveys and questionnaires to provide you with interesting insights, helpful tools, or to understand our user base more accurately. These surveys may use cookies to remember who has already taken part in a survey or to provide you with accurate results after you change pages.

### **Third Party Cookies and Remarketing**

In some special cases we also use cookies provided by trusted third parties. The following section details some common third party cookies you might encounter through this site.

**Google Analytics:** Our website uses Google Analytics, one of the most popular and trusted analytics solutions, to help us to understand how people use our website. It does this by tracking such information as how long people spend on our website, the pages they visit, the website that referred them to our website and other aggregate data. We do this so that we can make improvements to our website and provide a better user experience and more engaging content.

**Google AdWords:** We may use Google AdWords remarketing which allows us to reach people who have been on our website, and show them adverts relevant to the pages they have visited. This means, after your visit to our website, you may be shown ads by Google either within the Google Display Network or Google search results. Google AdWords uses cookies in order to show ads based on your past visits to websites to provide relevant ads for products and services of interest to you.

You can adjust your settings and also opt out of Google's use of AdWords cookies by visiting Google's Ads Settings.

**Google AdSense:** We may use the Google AdSense service to serve advertising. The Google AdSense service uses a DoubleClick cookie to serve more relevant ads across the web and limit the number of times that a given ad is shown to you. You can adjust your settings and also opt out of Google's use of AdSense cookies by visiting Google's Ads Settings.

**Facebook Pixel:** This involves incorporating a tracking pixel (Facebook Pixel) in the head section of our website, which marks website visitors and recognises them the next time they visit the social network. The pixel uses browser information, visited websites and a hashed Facebook ID of the website user. This makes it possible for us to employ retargeting, i.e. to show you relevant Facebook ads about products or services of interest to you.

If you do not wish the Facebook pixel to use your information in this way, it is possible to opt-out of this and many other third-party cookies by following this link to the 'Your Ad Choices' website.

From time to time we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features, these cookies may be used to ensure that you receive a consistent experience whilst on the site and so we understand which optimisations our users appreciate the most.

We may sell products via our website and it's important for us to understand statistics about how many of the visitors to our site actually make a purchase and as such this is the kind of data that these cookies will track.

We may use adverts to offset the costs of running this site and provide funding for further development. The behavioural advertising cookies used by this site

are designed to ensure that we provide you with the most relevant adverts where possible by anonymously tracking your interests and presenting similar things that may be of interest.

In some cases, we may provide you with custom content based on what you tell us about yourself either directly or indirectly by linking a social media account. These types of cookies simply allow us to provide you with content that we feel may be of interest to you.

We may use several partners to advertise on our behalf and affiliate tracking cookies simply allow us to see if our customers have come to the site through one of our partner sites so that we can credit them appropriately and where applicable allow our affiliate partners to provide any bonus that they may provide you for making a purchase.

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work social media sites such as Facebook and Twitter, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

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