

## Boxshop Cookie Policy / Prominent Notification

**ⓘ By continuing to use this site you consent to the use of cookies in accordance with our [cookie policy](#)**

At **The Boxshop Ltd** ("**Boxshop**", "**us**" or "**we**"), we want to ensure that your visit to our website, (the "**Website**") is smooth, reliable and as useful to you as possible. Subject to your consent where required by applicable law, we use cookies and similar technologies ("**cookies**") to help us improve the use and functionality of the Website and to better understand how visitors use the Website and the tools and services offered on it.

### What are cookies?

A "cookie" is a small piece of data that may be stored on your computer or mobile device. Cookies serve a number of purposes like letting you navigate between pages efficiently, remembering your preferences, interests or log in details, and generally improving your experience. We and some of our partners also use cookies on our Website to measure the effectiveness of advertising on our Website and how visitors use our Website. The use of cookies on the Website allows you to enjoy more seamless visits and more accurately measures your behaviour on the Website.

Most web browsers automatically accept cookies, but you can usually prevent accepting cookies by changing your browser settings. Cookies help us give you a better website, by letting us monitor what's working and what isn't through site traffic analysis.

### Types of Cookies Used on the Website<sup>1</sup>

**Necessary cookies:** these are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies, our Website would not work properly and services you have asked for, like shopping baskets or secure customer accounts, cannot be provided.

**Performance cookies:** these collect information about how visitors use the Website, for instance which Pages visitors go to most often, and if they get error messages from web pages. [These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous.]<sup>2</sup> We use these cookies to test different designs and features for our website and we also use them to help us monitor how our visitors reach our sites and how effective our advertising is.

**Functional cookies:** these allow the Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be

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<sup>1</sup> Boxshop confirm cookie usage/if any other types of cookies are used.

<sup>2</sup> Boxshop to confirm.

used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.

**Targeting cookies:** these are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. Some of our partners may also use cookies or web beacons (a single-pixel image file) so that you see more relevant advertisements when visiting other websites. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

**Social networking cookies:** these are usually set by the social networking provider and enable you to share content from the Website with your friends through your favourite social networks.

Further details are contained in the following table:

Cookie Type	Name	Purpose	Expiry Date	Who Provides the Cookie?	Opt Out Link
Session	BIGipServerZebedee TS01237438	Load Balancing	Session End		N/A
Analytical	_utma __utmb __utmc __utmt __utmz	Analyse visits	2 years	Google	<a href="#">Opt Out</a>

### How to Manage and Disable Cookies

Most browsers automatically accept cookies, but you can usually change your browser to prevent cookies being stored. Please note, if you do turn cookies off this will limit the service that we are able to provide to you and may affect your visitor experience. You can instruct your browser, by changing its options to stop accepting cookies or to prompt you before accepting a cookie from the website you visit. Our system will automatically issue cookies when you log in to the Website unless you have adjusted your browser setting so that it will refuse cookies. [www.allaboutcookies.org](http://www.allaboutcookies.org) provides good simple instructions on how to manage cookies on the different types of web browsers.

By using the Website, you agree that we can place these types of cookies on your device. If you do not want these cookies on your device, you can change your cookie settings at any time through your web browser settings. Here are the locations of the cookie settings for all major web browsers:

- **Internet Explorer** - Tools > Internet Options > Privacy tab.
- **Mozilla Firefox** - Tools > Options > Privacy menu.
- **Safari Users** - Edit > Preferences > Privacy menu.

- **Chrome Users** - Settings > Content Settings > Privacy > Cookies.

To block Google Analytics cookies specifically, you can install the “Google Analytics Opt-out Browser Add-on” provided by Google.

### **Changes to this Cookie Policy**

We can change this Cookie Policy at any time. If we make material changes to the Cookie Policy, we will let you know either by posting the changed Cookie Policy on the Site or by sending you an email.

It's important that you review the changed Cookie Policy. If you do not wish to agree to the changed Cookie Policy, then we cannot continue to provide the Website to you, and your only option is to stop accessing the Website.

### **Contact Us**

Questions, comments and requests regarding this Cookie Policy are welcomed and should be addressed to: [privacy@boxshop.co.uk](mailto:privacy@boxshop.co.uk) or using the "Contact Us" section of the Website.