



VINE CODE LIMITED COOKIE POLICY

This document is meant to explain the types of cookies and other tracking technologies that Vine Code Limited may place on your device, either when you are visiting our website, or if you are visiting the website of a customer who uses the Vine Code platform to power their site.

What Are Cookies?

A cookie is a small amount of information that's downloaded to your computer or device when you visit certain websites. Vine Code may use a number of different cookies on its website, including strictly necessary, performance, advertising, and social media or content cookies.

Cookies can help make your browsing experience better by allowing a website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another.

Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor. Read more about cookies (and other similar tracking technologies) and how we use the data collected through these technologies in our Privacy Policy.

Examples of where cookies may be set include:

- If you create an account with a websites powered by the Vine Code platform then we may 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.
- Websites powered by the Vine Code platform may 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.
- Websites powered by the Vine Code platform that offer newsletter or email subscription services may use cookies to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.
- Websites powered by the Vine Code platform that offer e-commerce or payment facilities may use cookies that are essential to ensure that your order is remembered between pages so that we can process it properly.

- Websites powered by the Vine Code platform may offer user surveys and questionnaires to provide you with interesting insights, helpful tools, or to understand the 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.
- When you submit data to through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.
- In order to provide you with a great experience on websites powered by the Vine Code platform may provide the functionality to set your preferences for how a site runs when you use it. In order to remember your preferences we need to set cookies so that this information can be called whenever you interact with a page is affected by your preferences.
- From time to time we may 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 whilst ensuring we understand which optimisations our users appreciate the most.

For more general information on cookies and their use see:

<https://ico.org.uk/for-the-public/online/cookies/>

What Cookies may be used

Some cookies are necessary to allow you to browse our website, use its features, and access secure areas. The use of these cookies is essential for the website to work.

'Strictly necessary' cookies

These cookies are essential in helping you to move around the website and to use their features, such as accessing secure areas of the website. Without these cookies, services you have asked for cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you've been on the internet.

Functional cookies

These cookies allow websites and applications to remember choices you make and provide enhanced, more personal features. Whilst these cookies don't collect things like your name or email address, they do collect a unique user identifier code. This enables us to identify your device so that we can improve your experience and make sure your settings are remembered correctly.

The functional cookies we use include:

- User-centric security cookies to detect authentication abuses for a limited persistent duration, like repeated failed login attempts. These cookies are set for the specific task of increasing the security of the service.

- Multimedia content player session cookies (flash cookies) are used for the duration of a session to store technical data needed to play back video or audio content (e.g. image quality, network link speed, and buffering parameters).
- Load balancing session cookies are used for the duration of the session to identify the same server in the pool in order for the load balancer to redirect user requests appropriately.
- User interface customization persistent cookies are used to store a user's preference regarding a service across web pages.

Analytics cookies

In order to keep our websites relevant, easy to use and up-to-date, we may use web analytics services to help us understand how people use them.

For example, we can see which parts of the website are most popular, identify when errors occur, and test different versions of a page or feature to see which one works best. Web analytics services use cookies to recognise your browser or device and, for example, identify whether you have visited a website before and what you have previously viewed or clicked on.

This allows us to track information, such as how many individual users we have and how often they visit. It also helps us to analyse patterns of user activity and to develop a better user experience.

Again, these cookies do not identify you directly as they do not collect information such as your name or email address. However, the information collected by these cookies may be linked to a unique user identifier code. This is a random sequence of numbers and letters which we can use to link information collected by the cookies back to you without the cookies collecting your name or email address.

This allows us to use the information collected by the cookies to understand more about your viewing habits and your interests so that we can make our advertising and marketing more relevant to you. Generally we will look to anonymise this information as much as possible so it cannot be linked back to a unique user.

The performance cookies we use include:

- First party analytics cookies - We use these cookies to estimate the number of unique visitors, to improve our websites and our merchants' websites, and to detect the most searched for words in search engines that lead to a webpage. These cookies are not used to target you with online marketing. We use these cookies to learn how our website and our customers websites are performing and make relevant improvements to improve your browsing experience.
- Third party analytics cookies - We also use Google Analytics and other third-party analytics providers to help measure how users interact with our website content. These cookies "remember" what our users have done on previous pages and how they've interacted with the website. For more information on Google Analytics, visit [Google's information page](#). For instructions on how opt out of Google Analytics, see below.

If a website uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official Google Analytics page.

<https://www.google.co.uk/analytics/>

Third party analytics are used to track and measure usage of this site so that we can continue to produce engaging content. These cookies may track things such as how long you spend on the site or pages you visit which helps us to understand how we can improve the site for our customers.

Advertising cookies

They can help our customers to display advertisements and control how often an advertisement is shown to you, how long it is shown for and how often it will appear (these are commonly known as "ad-serving" or "ad delivery" cookies).

Whilst these cookies don't collect things like your name or email address, they do collect a unique user identifier code. This enables us to identify your device so that we can improve your experience and make sure your settings are remembered correctly.

Although these cookies can track your device's visits to our website and other sites, they typically cannot personally identify you. Without these cookies, the advertisements that you see may be less relevant and interesting to you. We do not set advertising cookies through our customers websites ourselves, though customers may choose to do so independently.

If the Google AdSense service is used on a website to serve advertising it may use 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.

For more information on Google AdSense see the official Google AdSense privacy FAQ.

<https://support.google.com/adsense/answer/1348695?hl=en-GB>

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.

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

Social and Content cookies

Websites may 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 the following social media sites including; Facebook,

Twitter, will set cookies through the website 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.

We integrate these modules into our platform to improve the experience of browsing and interacting with our websites.

In some cases websites 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.

Please note that some of these third party services place cookies that are also used for things like behavioural advertising, analytics, and/or market research.

How long will cookies remain on my computer or mobile device?

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and close the website window and persistent cookies last until they expire or are deleted.

Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device. See the section below on how to control cookies for more information on removing them before they expire.

Disabling Cookies

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible. Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser’s “Tools” or “Preferences” menu.

For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser’s help file or through such sites as: <https://www.cookiesandyou.com>. Many of the third party advertising and other tracking services listed above offer you the opportunity to opt out of their tracking systems.

January 2023

Vine Code Limited, Registered Office: 80 West View, Barlby Road, Selby YO8 5BD.

Email: privacy@vinecode.uk