

## **Parkes cookie policy**

### **1) Cookies and similar technologies**

A cookie is a small text file which is placed onto your computer or electronic device when you access our website. Similar technologies include web beacons, action tags, local shared objects ('flash cookies') and single-pixel gifs. Such technologies can be used to track users' actions and activities, and to store information about them. We use these cookies and/or similar technologies on this website for the following purposes:

To track your activity on the pages of website to help us improve our services.

### **2) Information collected**

We may obtain information about your computer or any other electronic device which you use to access our website, such as your IP address, your browser and/or other internet log information. We will treat this information as your personal information.

In certain circumstances we may also collect personal information about you but only where you voluntarily provide it (e.g by completing an online form) or where you purchase goods or services from us.

### **3) Consent for cookies**

In most cases we will need your consent in order to use cookies on this website. The exception is where the cookie is essential in order for us to provide you with a service you have requested, or essential to the inherent functionality of the website (e.g to enable you to store items in a shopping basket and/or to use our check-out process).

Where we wish to use cookies that require your consent you will be asked whether you consent to the use of cookies in the following manner:

On first entering our homepage, an opt-in pop-up box will ask you if you consent to our use of cookies.

Thereafter you will be provided with an opportunity to opt-out of the use of cookies which can be done in the following manner:

By exiting the site window.

### **4) Third-party cookies**

We work with third party suppliers who may also set cookies on our website. These cookies and their third party owners, are included in the table below. By consenting to

the use of cookies on our site you will be consenting to the use of these cookies. These cookies may be used to collect the following information:

Just the fact that you've visited our website.

## **5) Cookies and similar technologies used on this website**

The following cookies/similar technologies are used on this website:

### **Third Party Cookies:**

(Name of Cookie --- Owner --- Purpose)

Google Analytics - Google - to track website traffic  
Facebook - to track where website traffic originated

### **Cookies owned by the operator of this website:**

(Name of Cookie --- Purpose)

None Used

## **6) How to turn off cookies**

You can set your browser not to accept cookies and the websites below tell you how to remove cookies from your browser. However, some of our website features may not function as a result.

For further information on cookies generally visit [aboutcookies.org](http://aboutcookies.org) or the Information Commissioner's webpage on cookies [ico.org.uk/for-the-public/online/cookies/](http://ico.org.uk/for-the-public/online/cookies/)