

## Cookies Policy

### **Cookies**

This cookie policy is for visitors to our website, apps and other brand-owned pages, discussing how we use cookies. The use of 'we', 'our' and 'us' in this notice means 'MiCiM Ltd', as operators of the aforementioned channels.

### **What are cookies?**

Cookies are small text files that are stored on the browser or hard drive of your computer or mobile device when you visit a web page or application. Cookies are widely used to make websites work more efficiently for users, as well as to provide evidence to the website's operators. Most web browsers automatically accept cookies, but should you not wish to have information collected in this way, you can configure settings within your browser to disable or accept cookies. For further information on how to control cookies in your browser, including enabling, blocking, clearing and disabling, please refer to [ICO Cookies Control](#).

### **How do we use cookies?**

MiCiM uses session cookies / essential cookies, which do not require consent under GDPR. These cookies are placed on your browser to ensure that our website delivers you information and services securely and functionally.

In order to further improve your experience, we place persistent cookies in your browser to remember some of your information. These cookies allow us to tailor our content and the overall website experience by recognising you as users. Their purpose is to make your visit easier and more useful to you when you revisit our website by remembering information, like preferred language, or pre-populating form fields, and other settings.

These cookies require your consent, which we seek through the consent banner you encounter when you visit our web pages, in-line with the opt-in requirements on Cookie Law in GDPR and all other regulations and legislation.

To opt-out of persistent cookies, please select 'decline' when the cookie consent banner appears, If you have already opted-in and now wish to opt-out, please email – [policies@micim.co.uk](mailto:policies@micim.co.uk) informing us of your request.

### **Our use of cookies**

We use necessary cookies to make our site work. We'd also like to set optional analytics cookies to help us improve it. We won't set optional cookies unless you enable them. Using this tool will set a cookie on your device to remember your preferences.

### **Necessary cookies**

Necessary cookies enable core functionality such as security, network management, and accessibility. You may disable these by changing your browser settings, but this may affect how the website functions.

### **Analytics cookies**

On

Off

We'd like to set Google Analytics cookies to help us to improve our website by collecting and reporting information on how you use it. For more information on how these cookies work please see our 'Cookies page'. The cookies collect information in an anonymous form.

We use a third party cookie, called `_lfuid`. The cookie is accepted or declined by selecting the relevant option in the consent banner that will appear upon your first visit to our website. The cookie allows a website to track visitor behavior on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form. The cookie is persistent for 10 years before it expires.