

# COOKIE POLICY

Topcoat Property Services (we/us/our) – About this cookie policy

## **ABOUT THIS COOKIE POLICY:**

This Cookie Policy explains what cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, the information we collect using cookies and how that information is used. For further information on how we use, store and keep your personal data secure, see our privacy policy

## **1. HOW TO CONTACT US**

Company name: Topcoat Property Services

Main trading address: 17 Juno Way, Rochester, Kent ME3 8FD

Email address: Enquiries@topcoatpropertyservices.co.uk

Telephone number: 07738 115 594

## **2. WHAT DOES THIS NOTICE COVER?**

Cookies are little text files which are stored on the browser or hard drive of your computer or mobile device when you visit a webpage or application. Cookies work to make your experience browsing our site as smooth as possible and they remember your preferences so you don't have to insert your details again and again.

There are different types of cookies. Some cookies come directly from our website and others come from third parties which place cookies on our site, this is explained further in part 4 of this policy.

Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.

We are 4 varieties of cookies which operate on our website:

1. The essentials – Some cookies are essential for you to be able to experience the full functionality of our site. For example, these cookies may allow you to log-in to your account and add products to your basket and checkout securely. Without these cookies, some parts of our site just won't work as they should.
2. The customisers – These cookies (also called functional cookies) allow our site to remember your preferences, helping you to customise your experience on our site. That way we can remember you when you return to our site, direct you to particular relevant pages, and provide you with a more personalised experience of our site.
3. The performance improvers – These cookies tell us about how you use the site and they help us to make it better. For example, these cookies count the number of visitors to our website and see how visitors move around when they are using it. This helps us to improve the way our site works, for example, by ensuring that users find what they are looking for easily.
4. The targeters – These cookies (also called advertising cookies) are used to deliver advertised content which is relevant to you and they can be used to track the effectiveness of our ad campaigns on third party websites. These cookies are placed on

our site by our third-party service providers and they may remember your web browsing activity and may be used to understand about your demographics, such as age and gender. Only anonymised information is captured and used and the purpose is to provide you with content which is relevant to you.

### **3. HOW DO WE USE COOKIES?**

We use cookies to enhance your browsing experience by:

- Recognising when you log in and any preferred settings.
- Giving you a browsing experience that is unique to you and to serve you content which we believe improves your site experience
- Analysing how you use our site which helps us to troubleshoot any problems and to monitor our own performance.

### **4. WHAT TYPE OF COOKIES DO WE USE?**

Here are some examples of the main cookies on our site, what they do and how you can alter your settings to stop cookies.

iMs, iSt, iOi, iSk, iUn, iUt, iVt, iTv, iVz, iPc, iPgi, iPr, iDe, iLes, iLn

These cookies are essentials and customisers. They allow you to navigate our site, log-in, add products to your basket if applicable, set the language settings, display the correct page for the device you are using, verify your details when and if you make an order and they allow us to process payment for an order if made.

To opt out of these cookies you will need to change the settings on your browser Cookie preferences. If you choose to block these cookies our website may not work as it should and any preferences you have may be lost.

### **5. THIRD PARTY COOKIES**

Adobe Analytics (Omniure): This is a performance improver cookie and we use it to track visits to our website and movement around site. The data which is collected is anonymous and is used for benchmarking purposes to monitor the performance of our site and to measure user engagement on our site. You can read more and change your preferences here: <https://www.adobe.com/uk/privacy/opt-out.html>

Akamai: This is a customiser cookie which helps us to ensure that content delivery on our site is in order and it ensures our servers are optimised so that your web page loads as quickly as possible.

ContentSquare: This is a performance improver cookie which we use to observe user engagement on our site and to improve your experience. No personal data is obtained or processed.

Facebook: This is an advertiser cookie and a performance improver cookie. It allows us to place advertising content onto Facebook which is relevant to you based on the information which your web browsing patterns allow Facebook to infer. This information is never connected to your profile and it is always anonymous. You can read more and change your preferences on Facebook here:

<https://www.facebook.com/policies/cookies/> You can control and opt-out of Facebook

adverts and other third party cookies here: <http://www.youronlinechoices.com/uk/your-ad-choices>

Google DoubleClick: This is an advertiser cookie which we use to help us to track the effectiveness of our marketing campaigns. It enables Google to serve our adverts on other sites based on your browsing history on our page and engagement with our adverts. You can change your preferences about the adverts you see on Google by clicking here: [www.google.com/settings/ads](http://www.google.com/settings/ads) You can control and opt-out of Google adverts and other third party cookies here: <http://www.youronlinechoices.com/uk/your-ad-choices>

Google Dynamic Remarketing: This is an advertiser cookie and a performance improver cookie. It allows us to serve relevant advertising content to users that have previously visited our website. The data which is collected is anonymous.

You can read more and change your preferences here:  
<http://www.google.com/ads/preferences/html/opt-out.html> You can control and opt-out of Google adverts and other third party cookies here:  
<http://www.youronlinechoices.com/uk/your-ad-choices>

Salecycle: This is a performance improver cookie which helps us to see if you have put items in your bag and to identify where you have not proceeded all the way through checkout if applicable. This service allows us to send you abandoned basket service emails if you have given us your email address during the checkout process.

SessionCam: This is a performance improver cookie which records your browsing experience as you move around our site. We use it to spot any issues on our site and to improve your experience. No personal data is obtained or processed.

Tealium: This is a customiser cookie which helps us to manage the technology and cookies which are used across our site.

We also use social media buttons on our site which allow you to share content and interact with your social network on platforms like Facebook, Instagram and Twitter. These social media platforms may set their own cookies on your device. We do not control the settings of these cookies so we suggest you check the social media website for more information about their cookies and how to manage them.

For our social media buttons to work, Pinterest and Olapic set cookies on our site which may be used to optimise any profile you may have on their site. You can change your preferences on Olapic site by clicking here: <http://www.olapic.com/trust/> and you can change your preferences on Pinterest here: <https://www.pinterest.com/?next=/settings/>

## **6. HOW DO YOU CHANGE COOKIE PREFERENCES OF BLOCK COOKIES?**

Within your browser you can choose whether you wish to accept cookies or not. Different browsers make different controls available to you. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, or those from providers that website owners use i.e. third-party cookies, or those from specific websites. Each browser's website should contain instructions on how you can do this.

For further information please refer to: <https://www.aboutcookies.org/how-to-delete-cookies/>

If you block cookies on our website, you may be unable to access certain areas of our website and certain functions and pages will not work in the usual way.

## **7. CHANGES TO THIS COOKIE POLICY**

We may update this Policy from time to time. If we make significant changes we will let you know but please regularly check this Policy to ensure you are aware of the most updated version. For further information, please contact us using the details in Part 1.