

Cookies Policy

Serial Affinity Limited (“SA”)

Cookies Policy

Issue Date: 1 June 2018

Version Number: 1.00

Applicable Law(s):

- The General Data Protection Regulation (GDPR): ([*Regulation \(EU\) 2016/79 of the European Parliament and of the Council of 27 April 2016*](#)).
-

At **Serial Affinity** we regard your privacy as important.

Our website(s) use cookies.

Website(s)

- 1) www.serialaffinity.co.uk

A cookie is a small file of letters and numbers that we put on your computer if you agree. These cookies allow us to distinguish you from other users of the website(s) which helps us to provide you with a good experience when you browse our website(s) and also allows us to improve our website(s).

When you visit our website(s), you may see the following:

Cookies Consent Pop-up Banner

This allows us to record your consent to ensure we remain compliant with the GDPR, you can also view this policy from the pop-up.

Types of cookies we use

We use the following types of cookies:

1. Session cookies.

- a) **E-Commerce:** These cookies are required to operate our website(s) and its services. They include cookies that enable you to use our shopping cart and use our billing services, they are also used to log into secure areas. These session cookies expire after a browser session so are not stored longer term.
 - b) **Analytical:** These cookies count the number of visitors to follow how visitors move around our website(s). They enable us to see how our website(s) works
-

and make improvements, ensuring that users easily find what they are looking for.

2. Persistent cookies.

These cookies are used with your express permission (i.e. when you register with us and have your own login account).

- a) **Preferences:** These cookies are used to recognise you. They are stored on your device and used whenever you return to our website(s). This enables improved login and user experience, by greeting you by name and remember your preference, which may include content that is personalised for you, or settings you have selected (for example, your language or region).
- b) **Targeting:** These cookies are stored on your device and allow the preferences or actions of the user of our website(s) to be recorded, such as the pages you visit and/or the links you follow. This information is used to make our website(s) and/or any advertising that we display on the website(s) more relevant to your interests.
- c) **Third-parties:** We may also share your 'Preference/Targeting' information with third parties for the purpose of improving your experience on our website(s).

You can find more information about the individual cookies we use and the purposes for which we use them below.

First-party cookies

As defined above, some cookies are set that are essential for the website(s) and online services to operate efficiently. These cookies do not capture Personal data.

We also use a cookie to ensure that users come via the website(s) entry page and acknowledged the warnings thereon, one of which being that users consent to cookies being stored on their computer.

Third-party cookies

Our website(s) may set several third-party cookies. We do not control the operation of third-party cookies. Third-party cookies which may be set on our website(s) include:

- **Google Analytics** - Google Analytics allows us to collect data about website(s) usage. This data does not include Personal data. The Google Privacy Policy can be viewed here: www.google.com/policies/privacy.
- **Social Media** - we use widgets and plugins for sharing functions (Facebook, Twitter, etc.) to provide our website(s) users with convenient access to/from popular social media services.

You can block cookies by changing the setting of your browser, which allows you to refuse all or some cookies.

- **Note:** if you block all cookies, which includes essential cookies, your access to all or parts of our website(s), together with some services of our website(s), may be restricted.

Click the links here for further information about our [Privacy Policy](#), and our [Standard Terms & Conditions](#).

- E&OE: If you notice any errors (spelling, grammar or other) in this policy document please feel free to notify us via our contact details below.

For any questions relating to your Personal data, or to submit a Data Subject Access Request 'DSAR', please contact our Data Protection Department:

Serial Affinity Limited

133 Finnieston Street,
Glasgow,
G3 8HB

info@serialaffinity.co.uk

+44 (0) 1413 438 483