

## **COOKIE POLICY**

Welcome to our cookie policy. This policy works alongside our [Privacy Notice](#). The purpose of this policy is to describe what cookies are, what we use them for, and how you can manage them during your visit to or use of our Website.

### **1. What are cookies?**

- 1.1. Cookies are a form of internet technology. This Website may use cookies to provide useful features to the users.
- 1.2. We may place small text files called '*cookies*' which are written or downloaded on your device or computer hard drive when you visit our Website. These files do not contain Personal Information, but they do contain a personal identifier allowing us to associate your Personal Information with a certain device. Internet browsers may be initially set out to accept cookies however, you can set your browser to refuse cookies but you may not be able to take full advantage of the Website if you do so.
- 1.3. Many Websites use cookies, and you can find out more about them at [All About Cookies](#).

### **2. Why do we use cookies?**

- 2.1. We use cookies so that you can take full advantage of the Website. Cuppa may link information stored on cookies and use such information for several useful purposes for you, including:
  - a) Gathering statistic about the number of visitors to our Website;
  - b) Customise the content and layout therefore;
  - c) granting you access to restricted content;
  - d) tailoring our Website's functionality to you personally by letting us remember your preferences, location, or device type;
  - e) improving how our Website performs;
  - f) understanding who our audience is so that we can provide content most relevant to you;
  - g) allowing third parties to provide services to our Website; and

h) helping us deliver interest-based advertising where appropriate in compliance with the applicable laws.

2.2. Our partners may set and access cookies or use other technologies such as web beacons to personalise advertising content. Use by these advertising partners of their own cookies and any tracking technologies are subject to privacy policies.

**3. The types of cookies we use**

3.1. We use different types of cookies on our Website. Some of these cookies are placed by us, while others are placed by our third-party plug-ins, suppliers, or advertisers. These cookies may be deleted from your device at different times, such as at the end of your browsing session (when you leave the Website) or after a pre-set amount of time, or they may persist on your device until you delete them.

3.2. We use the following types of cookies on our Website:

<b>Cookie Type</b>	<b>Why we use this Cookie</b>
<b>essential cookies</b>	these are cookies that allow our Website to perform its essential functions. Without these cookies, some parts of our Websites would stop working.
<b>site analytics cookies</b>	these are cookies that monitor how our Website is performing, and how you interact with it. We use them to know how best to improve our Website or services.
<b>functional cookies</b>	these are cookies that remember who you are as a user of our Website. We use them to remember any preferences you may have selected on our Website, like saving your username and password or settings.
<b>Targeting/Advertising cookies</b>	these are cookies which record your visit to our Website, the pages you have visited and the links you have followed. We will use this information, subject to your choices and preferences,

	to make our Website more relevant to your interest. We may also share this information with third parties for this purpose.
<b>Strictly necessary cookies</b>	these are cookies that are required for the operation of our Website and under our terms to you. These included cookies that enable you to log into secure areas of our Website, use as shopping cart or make use of e-billing services.
<b>Tracking technology cookies</b>	these are cookies we use to track and collect your personal information and example of these are Google Analytics, Google Tag Manager etc.

3.3. Where you have not set your permissions or given your Consent, we may also separately prompt you regarding use of cookies on the Website. All our cookies are session cookies and will be deleted after each visit to our Website.

**4. Deleting cookies**

- a) Your internet browser generally accepts cookies automatically, but you can often change these settings to stop accepting them. You can also delete cookies manually. You can read how to do this at [Digital Trends](#).
- b) Deleting or no longer accepting cookies may prevent you from accessing certain aspects of our Website where cookies are necessary or because the Website forgot your preferences.

**5. Notification of Changes**

- a) Cuppa reserves the right to amend, replace and/or change this Coolie Policy from time to time as it deems fit and appropriate. The latest version of our Cookie Policy will be published on our Website to ensure that you are kept informed at all times.
- b) It is your responsibility to be aware of any such revised Cookie Policy by checking this Website. Your continued use of this Website will signify your acceptance of any adjustment to this Cookie Policy.

- c) Your access to this Website indicates your understanding, agreement to and acceptance, of our Cookie Policy.