

COOKIES POLICY

The Pure Ingenious Ltd Cookie Policy sets out the basis on which we use cookies and similar technologies on or in relation to our website, <https://www.pure-ingenious.com>. This Cookies Policy is effective from 21st February 2019.

‘Essential’ cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. ‘Non-essential’ cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled ‘About Cookies’.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled ‘How to accept or reject cookies’.

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ABOUT COOKIES

Cookies are small data files sent by a website’s server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user’s website experience, and storing that user’s preferences and login information.

ESSENTIAL AND NON-ESSENTIAL COOKIES

Cookies can be classified as either ‘essential’ or ‘non-essential’.

Essential Cookies

These are cookies that are either:

- Used solely to carry out or facilitate the transmission of communications over a network; or
- Strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-Essential Cookies

These are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

Session and Persistent Cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser:

- Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.
- Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First and Third-Party Cookies

Cookies can be classified as 'first party' or 'third party':

- First party cookies: these are cookies placed on your device by our website domain.
- Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit www.allaboutcookies.org.

ESSENTIAL COOKIES

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested. We use the following essential cookies on our website:

First Party Session Cookies

These are used to:

- Remember your input when you fill in an online form over several pages on our website.
- Remember the items you have placed in your shopping cart.
- Identify and authenticate you when you log into our website so you do not need to repeatedly enter your login information.

First Party Persistent Cookies

These are used to recognise whether you have accepted the use of cookies on our website. These cookies expire after 30 days.

Legal Basis for Processing

We process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate Interests: Ensuring our site functions properly and providing you with online services you have requested.

How to Opt-Out of Essential Cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled “How to accept or reject cookies” Non-essential cookies.

NON-ESSENTIAL COOKIES

We use the following types of non-essential cookies on our website:

Functional cookies

- Analytical (or performance) cookies.
- Targeting (or advertising) cookies.
- Functional cookies.

These are cookies that are designed for purposes such as enhancing a website’s functionality. These are either not strictly essential for the website or functionality which you have requested to work or are cookies which serve non-essential purposes in addition to their essential purpose. We use the following functional cookies on our website:

First party and third-party session and persistent cookies are used to recognise you when you use our live chat service.

How to Opt-In or Out from Functional Cookies

- See the section below entitled “How to accept or reject cookies”.

Processing Information About You Contained in or Obtained from Functional Cookies:

Legal Basis for Processing

We process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device.

Legitimate Interests

Improving your website experience and providing or enhancing the website functionality you have requested.

For further information on how we use the information gathered from our use of functional cookies, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: [Privacy Notice 2/03.2020 \(ingenious-probiotics.com\)](https://www.pureingenious.com/privacy-notice-2/03.2020).

Analytical (or Performance) Cookies

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

We use Google Analytics cookies on our website. Google Analytics cookies help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on, your location (based on your IP address).

The Google Analytics cookies used on our website are: `_ga` `_gid`.

You can find out more information at:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Another analytical tool we use that collects cookies, is HotJar. This software is designed to track the user journey throughout our site. This helps us to improve overall performance. HotJar also allows the user to provide feedback based on their experience. All feedback is processed individually and anonymously.

You can find out more information at:

<https://www.hotjar.com/legal/policies/cookie-information>.

The information we collect using analytical cookies is collected on an anonymised basis.

More Information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics.

To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>.

For information on how Google uses data from cookies it uses, please visit www.google.com/policies/privacy/partners/.

How to Opt-In or Out from Analytical Cookies

See the section below entitled "How to accept or reject cookies".

To opt out of Google Analytics tracking across all websites in general, you can do so here: <http://tools.google.com/dlpage/gaoptout>.

Processing Information About You Contained in Or Obtained from Analytical Cookies:

Legal Basis for Processing

We process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate Interests

Analysing how individuals use our website to help us improve our website and business. For further information on how we use the information gathered from our use of analytical cookies, including profiling, please see the section entitled “Our use of automated decision making and profiling” in our privacy policy, which is available here: [Privacy Notice 2/03.2020 \(ingenious-probiotics.com\)](https://ingenious-probiotics.com/privacy-notice-2/03.2020).

Third Party Cookies

Third parties use cookies to analyse your use of our website and/or to display advertisements (including third party advertisements) to.

Third party cookies used in relation to our website include:

- Third party remarketing cookies to display advertisements to you about our goods and services across the internet, including on other websites you visit.
- Google uses cookies to display advertisements to you about our products and services on other websites and locations across the internet based on the fact that you have visited our website.
- Google may also display other advertisements across the internet to you about third-party services using the Google AdSense network, although this is beyond our control. For more information about Google remarketing, click here: <https://support.google.com/adwords/answer/2453998?hl=en>.

More Information

For information about the cookies Google uses in relation to the above, see the ‘Advertising’ section on the Types of cookies used by Google page in Google’s cookies policy, which is available here: <https://www.google.com/policies/technologies/types/>.

For information about how Google uses data from cookies for its own purposes, please visit the following link: www.google.com/policies/privacy/partners/.

How to opt in or out from third party cookies

- See the section below entitled How to accept or reject cookies

Processing Information About You Contained in or Obtained from Third Party Cookies

Legal Basis for Processing

We process information about you contained in or obtained from third party cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate Interests

The purposes for which we use the third-party cookies as described above. For further information on how we use the information gathered from our use of third party cookies, including automated decision making, please see the section entitled “Our use of automated decision making and profiling” in our privacy policy, which is available here: [Privacy Notice 2/03.2020 \(ingenious-probiotics.com\)](#).

How to opt in or out

- See the section below entitled How to accept or reject cookies.

Facebook/LinkedIn Pixel

We use Facebook Pixel and LinkedIn Pixel on our website. Facebook Pixel and LinkedIn Pixel is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies.

We may also use Facebook Pixel to create re-targeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook’s advertising services. You can find out more about how

Facebook handles information they collect about you and other individuals by accessing their privacy policy, which is available here: [Privacy Notice 2/03.2020 \(ingenious-probiotics.com\)](#).

How to Opt-In or Out

See the section below entitled How to accept or reject cookies.

Legal Basis for Processing

We process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). Legitimate interest: analysing the effectiveness of our advertisements on Facebook.

For further information on how we use the information gathered from our use of Facebook Pixel, including automated decision making please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: [Privacy Notice 2/03.2020 \(ingenious-probiotics.com\)](#).

How to Accept or Reject Cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below:

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org.

Accepting or Rejecting Cookies

Browser Settings

You can accept or reject some or all cookies (for example, blocking all third-party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-browsing-search-download-historyfirefox?redirectlocale=en-US&redirectslug=Clear+Recent+History>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-deletetecookie-files-in-internet-explorer>
- Apple Safari: https://support.apple.com/kb/PH5042?locale=en_US

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third-party applications which you can add to your browser to block or manage cookies.

Existing Cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

Google Adsettings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here <https://adssettings.google.com/> and by:

- Unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- Switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here: <https://support.google.com/ads/answer/7395996>.

Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <http://tools.google.com/dlpage/gaoptout>.

Facebook/LinkedIn Pixel

You can block Facebook Pixel and LinkedIn Pixel using the following links:
https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.
<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out?trk=>.

Disconnect for Facebook

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites.

You can install the too here:

For Chrome: <https://chrome.google.com/webstore/detail/disconnect-facebookpixel/nknndeagapifodhleibifgbonbfmInfm?hl=en>.

For Firefox: <https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/>.

European Interactive Digital Advertising Alliance Tool

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting <http://www.youronlinechoices.com>, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

Copyright, Credit and Logo

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit <https://gdprprivacypolicy.org>.

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Where we display the GDPR Privacy Policy logo on our website, this is used to indicate that we have adopted a privacy policy template provided by GDPR Privacy Policy as the basis for this Privacy Policy.