Avocor Website – Cookie Policy

INTRODUCTION

This website www.avocor.com ("Our Site") uses cookies and similar technologies to distinguish you from other users. By using cookies, we can provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Site. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

1. DEFINATIONS AND INTERPRETATIONS

In this Cookie Policy, unless the context otherwise requires, the following expressions

have the following meanings:

"cookie"	means a small file consisting of letters and numbers that Our Site downloads to your computer or device;
"web beacon"	means a small, transparent image file (usually only 1-pixel x 1-pixel in size) used for tracking user behaviour and activity around Our Site;
"We/Us/Our"	means Avocor, a company registered in England under 03974449 and whose main trading address is Quatro House, Lyon Way, Frimley Road, Camberley, Surrey, GU16 7ER

2. HOW DOES OUR SITE USE COOKIES?

- We may use cookies on Our Site for several reasons, all of which are designed to improve your experience of using it. Cookies allow you to navigate around Our Site better and enable Us to tailor and improve Our Site by saving your preferences and understanding your use of it

  We use the following types of cookie:

- Strictly Necessary Cookies

  A cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions

- Analytics Cookies

  It is important for Us to understand how you use Our Site, for example, how efficiently you can navigate around it, and what features you use. Analytics cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.

- Functionality Cookies

  Functionality cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences.

- Targeting Cookies

  It is also important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have clicked on). As with analytics cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your

interests.

- Persistent Cookies

    Any of the above types of cookie may be a persistent cookie. Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.

- Session Cookies

    Any of the above types of cookie may be a session cookie. Session cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session cookies are deleted when you close your browser.

    - We also use web beacons on Our Site to track your navigation around it. As with analytics cookies described above, web beacons help Us to understand how you use Our Site and enable us to improve it in the future.

    - Cookies on Our Site are not permanent and will expire as indicated in the table below.

    - For more specific details of the cookies that We use, please refer to the table below.

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3. WHAT COOKIES DOES OUR SITE USE?

Cookie Title	Purpose of Cookie	Type of Cookie
wp-settings-1	Used to customize your view of admin interface, and possibly also the main site interface based on user ID.	Wordpress
wp-settings-time-1	Used to customize your view of admin interface, and possibly also the main site interface based on user ID.	WordPress
_ga	Google analytics cookie to identify unique users	Google Analytics
_gid	Google analytics . Used to distinguish users.	Google Analytics
_gat	Google analytics . Used to throttle request rate.	Google Analytics
pardot	Tracks opt in preferences	Pardot visitor logging
lpv4	Tracks opt in preferences	Pardot visitor logging
lpv	Tracks opt in preferences	Pardot visitor logging
pardot	Pardot session cookie	Parfot session logging
visitor_	Stores a unique visitor reference	Pardot visitor logging
dtCookie	This is a unique identifier visitor cookie, used to recognise a user to the website.	Pardot visitor logging
IDE	This cookie is used for re-targeting, optimisation, reporting and attribution of online adverts.	.doubleclick.net

4. HOW YOU CAN CONTROL YOUR COOKIES

Internet browsers normally accept cookies by default. You can change these settings if you wish, however please be aware that this is not generally a per-site setting and will prevent all websites from using cookies, not just Ours. Please also be aware that by disabling cookies in your browser, you may impair the functionality of Our Site.

The links below provide instructions on how to control cookies in all mainstream browsers:

- Google Chrome: https://support.google.com/chrome/answer/95647?hl=en-GB

- Microsoft Internet Explorer: https://support.microsoft.com/en-us/kb/278835

- Microsoft Edge: https://support.microsoft.com/en-gb/products/microsoft-edge (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

- Safari (OSX): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

- Safari (iOS): https://support.apple.com/en-gb/HT201265

- Mozilla Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

- Android: https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en (Please refer to your device's documentation for manufacturers' own browsers)

5. HOW DO WE USE COOKIES IN EMAILS?

- In addition to using cookies on Our Site, we use cookies and similar technologies in some of the emails we send to you. Just like the cookies on Our Site, these are used to help Us understand your use of Our Site and to keep improving it.

- We use web beacons to detect when (or whether) you open an email and how you have interacted with it, and other information such as your email client, web browser, computer or device, and IP address. Web beacons may also be used to serve up emails in a particular format that is best suited to your computer or device.

- Emails from Us may contain links. Each one of those links will contain a unique tag which enables Us to track which links are being used and by whom. This information can then be used to improve and tailor our emails in the future.

6. CHANGES TO THIS COOKIE POLICY

- We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.

- In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

7. FURTHER INFORMATION

- **If you would like to know more about how We use cookies, please contact Us**
- For more information about cookies, please visit www.aboutcookies.org (this is an external link and We are not responsible for its content).
    i. For more information about privacy, data protection and our terms and conditions, please see the following:
- Privacy policy
- Avocor terms and conditions