

Cookie Policy

A cookie is a small file which asks permission to be placed on your computer's hard drive. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences, it can also analyse web traffic and let us know when you visit our site. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

This policy helps to explain the occasions when and why cookies may be sent to you when you visit a1-fashion.co.uk (referred to in this policy as "we", "us" or "our").

How we use cookies

Depending on the purpose, we use session cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site, and persistent cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

Cookies are an essential part of our checkout processes.

We also use cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

We also integrate with 3rd party services; such as Google, Facebook, and Twitter; who will in turn issue and access their own cookies. However, we do not have any access to the cookies that you share with these providers and sites.

What are the categories of cookies?

Like most websites, we use different categories of cookies for a variety of purposes in order to improve your online experience.

Cookies can be categorised, following the International Chamber of Commerce guide, as follows:

Strictly necessary cookies

'Strictly necessary cookies' let you move around the website and enable you to use features that you have specifically asked for, such as the Shopping Basket. Without these cookies these features would not function.

Accepting these cookies is a condition of using the website, so if you prevent these cookies we can't guarantee how our website will perform during your visit.

Our website may issue the following cookies:

PHPSession: To identify you as an individual user

eccl_cart : To temporarily store cart contents during your visit

Performance Cookies

'Performance cookies' collect information about how you use our website such as which pages you visit and if you experience any errors. These cookies don't collect any information that could identify you – all the information is collected on an anonymous aggregate basis and is only used to help us improve how our website works, understand what interests our users and measure the effectiveness of our advertising. They also enable us to track the total number of visitors to our site.

In some cases, some of these cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed above. Some of these third party performance cookies are not session based and have varying expiry dates.

We use Google Analytics to monitor website performance and activity. If you would like to opt-out of this part of our site, you can [download a browser-based tool from Google](#).

If you prevent performance cookies we cannot use information from your visit to improve your future website.

Functionality Cookies

'Functionality cookies' are used to provide services or to remember your settings. This may include your user name if you have selected 'remember me' at a log in page. These cookies help to customise your web experience. They also assist with the administration of certain other activities such as online prize promotions. We may associate personal information with a cookie file in those instances.

Functionality cookies, by their very nature, are persistent cookies so that we remember your computer when you return to our website.

Some of these cookies may be managed for us by third parties – where this is the case we don't allow the third party to use the cookies for any purpose other than those listed above.

If you prevent cookies, including functionality cookies, this may mean we can't offer you some services.

Targeting Cookies

Targeting cookies collect the most information about users. These cookies are used to deliver adverts more relevant to you and your interests.

We shall not use a targeting cookie without your express consent, which we would usually obtain by asking you to register and/or opt in to a particular service.

Feedback

If you have any questions or feedback on our Cookie Policy, please contact us at

info@a1-fashion.co.uk