

COOKIE POLICY

INTRODUCTION

This website is owned and operated for and on behalf of Park Card Services Ltd (registered in England with company number 3280082) ("PCS").

PCS is a subsidiary of Park Group plc. (registered in England with company number 1711939) ("Park Group").

Both PCS and Park Group have their registered office at Valley Road, Birkenhead, Merseyside, CH41 7ED and throughout these website terms and conditions these companies shall together be referred to as "our/us/we".

This cookie policy together with our website terms and conditions and privacy policy (both of which can be accessed by following the links at the footer of this website) set out the basis on which you visit and use our website and place orders.

Please read them carefully as they contain important information and by visiting and using our website you agree that you have read, understand and agree to them.

If you want to ask Us anything about this cookie policy or have any comments on or complaints about this website then please contact us using the contact details shown on this website.

WHAT ARE COOKIES?

Cookies are small text files placed on your computer by our website/mobile app, we use cookies for a number of purposes including to:

- keep track of what you have in your basket;
- remember you when you return to one of our sites; or
- help us understand if our marketing is working or not.

Certain cookies are necessary in order for you to use our websites, such as the 'My Account' section (once you have logged in). These are called 'Session Cookies' they are used each time you visit our site and expire when you leave.

Other cookies we use remain on your computer and are sent to keep track of your browsing patterns and build up a profile. These are called 'Tracking Cookies' and enable us to recognise repeat visitors to our site, the pages that were viewed and the paths taken through our site.

By monitoring this information, we are able to make improvements to our site.

THIRD PARTY COOKIES

We do have relationships with carefully selected and monitored suppliers who may also set cookies during your visits. These are for general analytical or tracking purposes, as detailed in the table below.

OUR COOKIES POLICY

By visiting and using our website/mobile app you agree to the acceptance of our cookies.

To make full use of our online services, your computer, tablet or mobile phone will need to accept cookies. If you do not accept the use of all cookies certain personalised features of our website/mobile app may not be available to you.

Our cookies don't store sensitive information such as your name, address or payment details: they simply hold the 'key' that, once you're signed in, is associated with this information.

More information about the individual cookies we may use on this website/mobile app and the purposes for which we may use them are set out within the table below:

Category	Provider	Name(s)	Purpose
Web analytics and performance	Google Analytics & Optimise	_ga; _gat; _gac _gaexp; _gid; _gali; _utma; _utmz; _utmb; APISID; NID; HSID; S; SAPISID; SID; SIDCC; and SSID.	We use Google Analytics cookies to collect data that allows us to understand how visitors are using the website. We use this information to better understand how we can improve our customer journeys and website functionality. All data collected via this method is anonymous. As part of the Google Analytics platform we have switched on ' Demographics and Interest Reporting ' to better understand our website visitors. For more information regarding Google Analytics, including how to opt out, please view the Google Analytics Privacy Policy .
	Adalyser	__adal_ca; __adal_cw; __adal_id; __adal_ses.	We use Adalyser cookies to collect data that allows us to understand how visitors arrive at the website. We use this information to better understand how we can improve our customer journeys and website functionality. All data collected via this method is anonymous. For more information, please view the Adalyser Privacy Policy .
	Mediahawk	mhVisitorId	We use Mediahawk cookies to collect data that allows us to allocate a unique inbound phone number for each website visitor. All data collected via this method is anonymous. For more information, please view the MediaHawk Privacy Policy .
	Hotjar	_hjClosedSurveyInvites; _hjDonePolls; _hjMinimizedPolls; _hjDoneTestersWidgets; _hjMinimizedTestersWidgets; _hjDoneSurveys; hsrc; _hjIncludedInSample; and _hjShownFeedbackMessage.	We use Hotjar cookies to collect data that allows us to analyse how visitors interact with the website, in order to make improvements to our services. All data collected via this method is anonymous. For more info please view the Hotjar Privacy Policy . If you wish, you can choose to switch off Hotjar .

Search & display advertising including remarketing	Google Advertising	DSID; IDE; and id.	We use targeting cookies to track the performance of our own digital advertising campaigns.
	Microsoft Advertising	MUID; _U; MSAnalytics; _uetsid; MUIDB; PPLState; NAP; and ANON.	We use the information gathered from the Targeting Cookies to help understand where to display our digital advertising and how effective it is. Our current third party advertising partners are: Google , Bing Ads , Facebook & LinkedIn . Click each advertiser link above to view their respective Privacy Policies.
	Facebook Exchange	datr; fr; wd; sb; reg_fb_gate; reg_fb_ref; and reg_ext_ref.	Each individual advertiser uses its own tracking cookies and the data collected is not confidential or interchangeable.
	LinkedIn	lipt; lang; liap; bcookie; lidc; sdsc; and UserMatchHistory.	We also use the same advertisers to show online adverts to users who have previously visited the website, in the form of remarketing. If you don't want to see these ads from Google, you can opt-out by visiting the Google Ads Preferences Manager . Find more information about the policy for Bing Ads remarketing please view their policy.
Customer feedback & live chat	Snap Engage	SnapABugHistory; SnapABugRef; SnapABugNoProactiveChat; and SnapABugVisit.	These cookies help with user feedback and live chat functionality. For more information, please view the Snap Engage Privacy Policy .
Website functionality	Park Group plc	COOKIE_SUPPORT	This cookie indicates if cookie support has been accepted
		JSESSIONID, PHPSESSID	These cookies allow our web servers to respond to your actions on the website such as "Add to basket" or browsing the website. The websites wouldn't work without them.
		GUEST_LANGUAGE_ID	This cookie holds the site language ID
		LFR_SESSION_STATE	This cookie reports Liferay state
		PGSESSION; PGTC_PRIMARY; TS01.	These cookie are tracking cookies
		Lastsessionkey; lastsid	This cookie remembers search & basket content.
		Searchno-X; sessionkey-X	This is a tracking cookie ID based on product type.
Loginsessionkey; site-localecookie; site-wherewere.	These tracking cookies record logged-in sections of the website.		

SECURITY

Computer viruses are not passed through the use of cookies.

Cookies are stored on your computer's hard drive, they cannot access the hard drive, so the cookie cannot read other information stored on a drive.

FIND OUT MORE

For further information on cookies please visit www.aboutcookies.org or www.cookiecentral.com.

TRACKING EMAILS

We may track our emails by including a tiny image file, known as a tracking pixel/beacon/cookie, within certain emails that we send to you.

Details are contained within our privacy policy (which can be accessed by following the link at the footer of this website).

VARIATIONS

We may vary this policy at any time and any variations that we make will be displayed on this page by uploading an updated version of the policy.

You should check this page frequently for any variations and you agree that this is an appropriate method to vary this policy.