

WEBSITE COOKIE NOTICE

What are cookies?

The Mare and Foal Sanctuary's websites, like most websites, use cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smart phones or tablets) as you browse a website. They are used to 'remember' when your computer or device accesses our websites. Cookies are essential for the effective operation of our websites and are used to tailor the products and services offered and advertised to you, both on our websites and elsewhere.

Our cookies help us:

- Make our websites work as you'd expect
- Improve the speed/security of the sites
- Allow you to share pages with social networks like Facebook
- Offer you free services/content
- Continuously improve our websites for you

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass personally identifiable data to third parties
- Pay sales commissions

What are cookies used for?

The main purposes for which cookies are used are:

- For technical purposes essential to effective operation of our websites, particularly in relation to site navigation and products
- For The Mare and Foal Sanctuary to market to you, particularly web banner advertisements and targeted updates
- To enable The Mare and Foal Sanctuary to collect information about your browsing and shopping patterns, including to monitor the success of campaigns, competitions, etc
- To enable The Mare and Foal Sanctuary to meet its contractual obligations to make payments to third parties when a product is purchased by someone who has visited our websites from a site operated by those parties

What information is collected?

Some cookies collect information about browsing and purchasing behaviour when you access our websites via the same computer or device. This includes information about pages viewed, products purchased and your journey around a website. We do not use cookies to collect or record information on your name, address or other contact details. The Mare and Foal Sanctuary can use cookies to monitor your browsing and purchasing behaviour.



How are cookies managed?

The cookies stored on your computer or other devices when you access our websites are designed by:

- third parties who participate with us in marketing programmes
- third parties who broadcast web banner advertisements on behalf of The Mare and Foal Sanctuary

How do I disable cookies?

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

What happens if I disable cookies?

This depends on which cookies you disable, but in general the website may not operate properly if cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases on our sites. If you disable all cookies, you will be unable to complete a purchase on our sites.

Cookie Name	Description
cookieLawInfo-checkbox-non-necessary mareandfoal.	Determines whether the visitor has accepted the cookie consent box
wc_cart_hash_#	
wc_fragments_#	
__utm.gif – google-analytics	Google Analytics Tracking Code that logs details about the visitor's browser and computer
__utma	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics
__utmb	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit
__utmz	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit
__utmt	Used to throttle the speed of requests to the server



__utmv	Saves user-defined tracking parameters for use in Google Analytics
__utmz	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website
collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels

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