

Moorcroft Electrical Limited Cookie Policy

Cookies Policy and Online Technologies

We use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and customer services, we will ask you to consent to our use of cookies when you first visit our website.

1. What are Cookies?

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

2. How we use Cookies

Our website incorporates privacy controls which affect how we will process your personal data should you accept the cookies and/or submit an enquiry. By using the privacy controls, you can specify whether you would like to receive direct marketing communications and limit the publication of your information.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use technologies such as cookies, beacons, tags and scripts for the following purposes:

- a) Authentication - to identify you when you visit our website and as you navigate our website
- b) Status - we use cookies to help us to determine if you are logged into our website
- c) Personalisation - we use cookies to store information about your preferences and to personalise the website for you
- d) Security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally
- e) Analysis - we use cookies to help us to analyse the use and performance of our website and services

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- f) Cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally

Other Online Technologies

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is [available here](#).

We do not currently use Facebook Pixel or social media features that may collect your IP address. Should we implement such online technologies, this privacy policy will be updated.

Automated decision-making

We may use your personal data for the purposes of automated decision-making in relation to the Facebook advertising platform or Google AdWords should you visit our website or like any of our social media profiles. This data is used to match demographic and interest preferences only, the result being that we will not hold specific personal data on file.

This automated decision-making will involve you seeing branded messages and adverts from us that relate to online pages you will have visited. The significance and possible consequences of this automated decision-making is simply to keep you aware of our company.

Managing Cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome)
- b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookieswebsite-preferences> (Firefox)
- c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera)
- d) <https://support.microsoft.com/en-gb/help/17442/windows-internetexplorer-delete-manage-cookies> (Internet Explorer)
- e) <https://support.apple.com/kb/PH21411> (Safari)

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- f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-andprivacy> (Edge)

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.