The privacy of your data is extremely important to us. In this policy, we provide an overview of how we use cookies and what data is collected by those cookies.

For further information on cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit www.allaboutcookies.org.

What are cookies and why do we use them?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise the device you are using and provide you with a better website experience.

Web beacons (also known as internet tags, pixel tags and clear GIFs) are a similar technology which typically uses transparent graphic images placed on a site to gather information about a user. Web beacons are used in combination with cookies to measure the actions of visitors on websites. We make use of both cookies and web beacons when you visit our website, and refer to the technologies together as "cookies" throughout this policy.

Cookies do many different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving your user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests. Cookies in themselves do not identify the individual user, just the computer or mobile device you are using via a randomly generated identifying tag.

Cookies last for different lengths of time depending on the job they do. There are session cookies and persistent cookies. Session cookies only last for your online session and disappear from your device when you close your browser. Persistent cookies stay on your device after the browser has been closed and last for the period of time specified in the cookie.

How we use cookies and other technologies

The cookies we use on our website fall into four categories being strictly necessary, performance, functional and targeting.

Strictly Necessary

These cookies are essential to enable you to move around the website and use its features These cookies don't gather information about you that could be used for marketing or remembering where you have been on the internet. This category of cookies cannot be disabled.

Our uses of strictly necessary cookies include:

- remembering information you've entered on order forms when you visit different pages in a single web browser session;

- remembering what you've ordered when you get to the checkout page; and

- identifying you as being logged in to our website.

Performance

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't

collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. The information is only used to improve how a website works. These cookies are essential to us being able to operate and maintain our website.

Some performance 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 below.

We use performance cookies to:

- provide statistics on how our website is used;

- see how effective our adverts are;

- help us improve the website by measuring any errors that occur; and

- test variations of design to improve customer experience and site performance.

Functional

These cookies remember choices you make on our website to improve your experience.

These cookies allow us to remember choices you make and provide enhanced, more personal features.

You can decide whether or not these cookies are used but preventing them may mean we can't offer you some services.

Targeting / Advertising

Our website features tracking technology installed by us and operated by trusted third-party advertising services to place cookies on your device. These third-party advertising services include Facebook, Google Ads, and Google Analytics. These cookies allow us to better understand your browsing on our website and deliver content and advertising that is better targeted, and more relevant to you, your needs and your interests. Sometimes these include remarketing cookies, which mean that we can continue to show ads to you on other websites that form part of on the Google Content Network and within Facebook. As always, we respect your privacy and are not collecting any identifiable information through the use of Google's or any other third-party remarketing system. You can decide whether or not these cookies are used.

How to manage or opt out of Cookies

We use the categories of cookies defined above to maintain our website's effectiveness, ease of use, and to provide you with a seamless experience. As such we have not provided an opportunity for these to be disabled independently however you can change your browser settings to affect cookie behaviour as described below. By using our website after accepting the cookies notice (which pops up when you first visit our site), or by browsing our website after you have been presented with this notice, you agree to us placing cookies on your device in accordance with the terms of this policy.

The majority of web browsers accept cookies, but you can usually change the web browser's settings to refuse new cookies, disable existing ones or simply let you know when new ones are sent to your device. If you do not wish cookies to be placed on your device when using our website, please disable them following the below instructions.

In order to disable cookies, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" facility). Alternatively, you can visit www.aboutcookies.org for further information on how to change cookie settings across various browsers (e.g. Mozilla

Firefox, Google Chrome, Internet Explorer and Safari). However, please be aware that, if you refuse or disable cookies, some of the website's functionality may be lost.

You can opt out of almost all third-party advertising networks by updating your preferences at http://www.youronlinechoices.com/ie/your-ad-choices. Please be aware that opting out of advertising cookies won't stop you seeing adverts, just that they won't be tailored specifically to you.

Contact Information

If you have questions or comments about our Cookie Policy, want to opt out of any direct marketing activity, feel we have not adhered to this policy, or want to obtain more information about how we manage your personal information, please email our privacy officer, Head of Competition & Business Affairs, Kat Sprowell, kat@worldofwearableart.com.

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