

## Cookie Policy

Last Update May 23rd 2018

INM (the "INM") ("us", "we" or "our") uses a) "cookies" to help us remember details of your visits to our website which can be found at [www.reachhomedelivery.ie](http://www.reachhomedelivery.ie) (the "Site") and b) Google Tag Manager "trackers" to help us remember details of your visits to our apps including, but not limited to technical information about your visit e.g. traffic data, location data, browser language, your IP address, the previous website from which you reached us and the type of browser you use. Accordingly, our [Privacy Statement](#) will apply to our treatment of the information we obtain via our cookies and trackers.

### WHAT ARE COOKIES?

A cookie is a small data file that is transferred to your device (e.g. your phone or your computer) which collects information, including personal information about you. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of websites. For example, a cookie could allow the Site to recognise your browser/login details, while another could store your preferences and other information and let you navigate the Site effectively. Cookies can also help to ensure that adverts you see online are more relevant to you and your interests.

Statistical and analytical information from cookies and trackers provides us with general and not individually specific information about the number of people who visit this Site; the number of people who return to this Site; the pages that they visit; where they were before they came to this Site and the page in the Site at which they exited. This information helps us monitor traffic on our Site so that we can manage the Site's capacity and efficiency. It also helps us to understand which parts of this Site are most popular, and generally to assess user behaviour and characteristics in order to measure interest in and use of the various areas of the Site.

We may partner with or receive services from third parties which you can visit from our Site. We may also embed external content and features from such third parties within our Site (e.g. social media networks such as LinkedIn, Facebook and Twitter). We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy statements and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

## CHANGES TO OUR COOKIE POLICY

We can change this Cookie Policy at any time. If we make material changes to this Cookie Policy, we will let you know either by posting the changed Cookie Policy on the Site.

It is important that you review the changed Cookie Policy. If you do not wish to agree to the changed Cookies Policy, then we cannot continue to provide the Site to you, and your only option is to stop accessing the Site.

## TYPES OF COOKIES

We may place our cookies on your device via our website. Our [Privacy Statement](#) will apply to how we treat the information we collect through cookies. The following are the main types of cookies used on the Site:

### Essential Cookies

These cookies are necessary for the Site to function and **cannot be switched off** in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, filling in forms or serving contextual ads. The types of essential cookies used are:

- **GDPR Consent Cookie**

A simple cookie to track whether you have reviewed and consented to the latest version of our privacy policies

- **Registration cookies**

When you register with our Site, we generate cookies that signal whether you are signed in or not.

### Site Functionality Cookies

We use Google Tag Manager and Live Chat cookies to enable functionality that helps us provide the core website and services

Cookies used are:

- [Google Tag Manager](#) ↗
- REACHHOME\_SESSION
- AWSELB for Amazon load balancers
- Live Chat

Cookies are expired when the session is completed.

### **Analytics Cookies**

Every time a user visits our Site, web analytics software provided by a third party generates an anonymous analytics cookie. These cookies can tell us whether or not you have visited the Site before. Your browser will tell us if you have these cookies, and if you don't, we generate new ones. This allows us to track how many individual unique users we have, and how often they visit the Site. Unless you are signed in to our Site, these cookies cannot be used to identify individuals; they are used for statistical purposes only. If you are logged in, we will also know the details you gave to us for this, such as username and email address.

Cookies used include:

- [Google Analytics](#)↗

The expiration date is varying on different analytics tools between 1 and 3 years.

### **MANAGING AND BLOCKING COOKIES & TRACKERS**

If you would like more information and tips on managing your privacy in relation to cookies and trackers, please visit our page on how to [Manage your Privacy Online](#).