Cookie Policy

A cookie is a small piece of data that gets stored on your computer or mobile device when you visit a website. We use cookies to recognize your browser or device, learn more about your interests, provide you with essential features and services, and for additional purposes, including:

- Recognizing you when you sign-in to use our site. This allows us to provide you with product recommendations, display personalized content, and provide other customized features and services.
- Keeping track of your specified preferences.
- Keeping track of items stored in your shopping basket.
- Conducting research and diagnostics to improve our content, products, and services.
- Preventing fraudulent activity.
- Improving security.
- Measuring and analyzing the performance of our site.

There are different types of cookies. First-party cookies are cookies created by the site you visit. These cookies are used by only that web site. Third-party cookies are cookies created by other sites than the one you are visiting e.g., analytic services provided by Google. Session Cookies are cookies that are stored in the computer's memory only during a user's browsing session and are automatically deleted from the user's computer when the browser session ends. Finally, Persistent Cookies are cookies that are stored on the user's computer and are not deleted when the browser session ends. Persistent cookies can retain user preferences for a particular web site, allowing those preferences to be used in future browsing sessions.

We currently use different levels of cookies. These levels are:

**Strictly necessary cookies:** cookies that must be there for proper functioning of our website. These should not be disabled.

**Functionality cookies:** cookies that help us to enhance the performance and usability of our website. These can be disabled but the respective features will not work properly.

**Analytics and performance cookies:** third party cookies such as Google Analytics that can be disabled. These cookies collect information about how visitors use our site, including page visits, the amount of time spent on each page, and visit leading to completed orders. All this information is compiled into reports so that we can continually improve the site performance.

You can manage browser cookies through your browser settings. The 'Help' feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, how to block cookies, and when cookies will expire. If you block all cookies on your browser, neither we nor third parties will transfer cookies to your browser. If you do this, however, you may have to manually adjust some preferences every time you visit a site, and some features and services may not work.

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