COOKIE POLICY

This policy was last updated on: 13th February 2022

WHAT IS A COOKIE?

GG Virtual's website may gather information about your general internet use by using cookies in order to help you personalise your online experience. Where used, these cookies are downloaded to your computer automatically. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

WHAT TYPES OF COOKIES DO WE USE?

- **Strictly necessary cookies -** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Analytical/performance cookies -** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies -** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies -** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

- **Third party cookies -** Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

- **Persistent cookies -** The above types of Cookie could be a persistent Cookie. These are Cookies that are reactivated each time you visit our site and may remain on your device or computer for a predetermined period of time.

- **Session cookies -** The above types of Cookie could be session Cookie; a Cookie that remains on your computer or device only until you close your browser.

WHY DO WE USE COOKIES?

- **Authentication –** we use cookies to identify you when you visit our website and as you navigate our website

- **Personalisation –** we use cookies to store information about your preferences and to personalise the website for you

- **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

- **Analysis –** we use cookies to help us to analyse the use and performance of our website and services

- **Cookie consent –** we use cookies to store your preferences in relation to the use of cookies more generally.

EXTERNAL THIRD PARTIES

Some of our service providers also use cookies which may be stored on your computer when you visit our website. These are the third party service providers we use:

- **Google Analytics** use cookies to collect data that helps us understand how people are using the site. We use this information to identify how and where we can improve the customer experience. The data collected through these cookies is anonymous, does not collect specific customer data and is never shared with other third parties. Google's privacy policy is available here.

- **Facebook** uses tracking identifiers paid advertising activity. We use the information collected by these cookies to help us determine where our ads will be most effective online. The data taken is not confidential data. Facebook's privacy policy is available here.

SHARING WITH SOCIAL NETWORKS

If you use the buttons that allow you to share products and content via social networks like Twitter and Facebook, these companies may set a cookie on your computer memory. Your interactions with these features are governed by the privacy statement of the company providing it (see Facebook's Cookie Policy and Twitter's Cookie Policy).

HOW DO I DELETE OR BLOCK COOKIES?

Please remember that if you do choose to disable cookies, you may find that certain sections of our websites do not work properly.

You can easily remove any cookies that have been created in the cookie folder of your browser. Further information can be found at the links below:

Cookie settings in Firefox
Cookie settings in Chrome
Cookie settings in Safari

You can also block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies initially. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our websites.

If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.