# THE
# WHITE HART INN
## MERSEA ISLAND

# COOKIE POLICY

### VERSION: APRIL 2022

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to use the site, you are agreeing to our use of cookies. The White Hart Inn Pub Company Limited does not use "cookies" for any purposes except that required for system administration of the web server and to administer the following advertising services:

## GOOGLE ADWORDS

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to this site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the THE WHITE HART INN website. Any data collected will be used in accordance with our own privacy notice and Google's privacy policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

## FACEBOOK

This website uses Facebook custom audience targeting and Facebook conversion tracking to provide measurement services and information and target ads based on your behaviour on this website, including remarketing. Any data collected will be used in accordance with our own privacy policy and Facebook's privacy policy. You can find out more information and learn how to opt-out here www.aboutads.info/choices and www.youronlinechoices.eu/

### Category 1: strictly necessary cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.

### Category 2: performance cookies

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. It is only used to improve how a website works.

### Category 3: functionality cookies

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

### Category 4: targeting cookies or advertising cookies

These cookies are used to deliver adverts more relevant to you and your interests They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

## COOKIES

Our website stores a number of different cookies on the computer or device that you use to access our website. Cookies are small text files used by browsers to store small bits of information about a device or computer, such as preferred settings or preferred languages.

Cookies do not take up much space (unless you have thousands of them) and cannot contain viruses or other harmful code.

The ICO has categorised all cookies into to 4 classes as above:

| NAME OF COOKIE | USED FOR... |
|---|---|
| __utmc<br>__utma<br>__utmb<br>__utmz | These cookies are set by our analytics software (Google analytics) and are used to monitor how many people visit our site, which search engine they used to find our site, and how they navigated around the site (i.e. which pages were viewed). These cookies do not store any information that is able to identify you personally and are immensely useful to us as business owners or service providers. |
| APISID<br>HSID<br>NID<br>PREF<br>SID<br>loc<br>__atuvc<br>atgotcode<br>atmun<br>di<br>dt<br>loc<br>psc<br>ssc<br>ssh<br>uid<br>uit<br>user_segment<br>uvc | These cookies are set by the social sharing service we use to add Facebook like, Tweet, Google+ and other social sharing buttons to our site. Which cookies are set will vary depending on which social networks you use and are signed into when viewing our site. |
| DH-cns<br>DH-cg | We use these cookies to determine whether to show you the warning bar at the top of the page and whether you have opted in order out of using cookies. At present it isn't possible to remember your choices if you don't want to store cookies on your computer without using cookies. |

On our website we never use category 4 cookies, which are the only cookies that are likely to track your behaviour across multiple websites. The majority of our cookies are category 2 cookies, although other websites/services that we use, such as Facebook or Twitter, may store category 3 cookies on your computer when you visit our website or share content.

## COOKIE POLICY (CONTINUED)

### MORE DETAIL ABOUT COOKIES

We may set and access Cookies on Your "Computer" meaning any computer, laptop, tablet, mobile or other device that the Website can be viewed on. A "Cookie" is a small file of letters and numbers which asks permission from your browser to be placed on your Computer's hard drive. Cookies allow web applications to respond to you as an 8 individual and allow us to distinguish you from other users on our Website. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences and allows us to improve our Website. Our Cookies use: a) Google Analytics Cookies to identify which pages are being used.

This helps us analyse data about web page traffic (the number of visitors and how visitors move around our Website when they are using it) and improve our Website in order to tailor it to your needs. b) Third party Cookies within our email campaigns, predominantly sent using third party email marketing tools, as well as Google Analytics. Cookies are used to monitor open rates and improve your experience and also for the tracking of website activity initiated from hyperlinks within email marketing campaigns. c) Session Cookies on our Website. These are temporary Cookies, which only exist in the period you access the Website (or more strictly, until you close the browser after accessing the Website). Session Cookies help the Website remember what you chose on the previous page, therefore avoiding having to re-enter information. d) Cookies used for customer email, customer name, customer id*, token*, customer profile link*, customer flags* (*= these are generated by our own system) and social media share. The length of time a Cookie will remain on your Computer will depend on the type of Cookie. On our Website, these Cookies do not contain personal information, and cannot be used to identify you. To find out more about how to manage cookies through your chosen browser go to: www.allaboutcookies.org/ manage-cookies/ You may delete/disable your Cookies or manage your Cookies preferences (Please see the link on how to disable Cookies http://windows.microsoft.com/en-gb/internet-explorer/delete-managecookies#ie=ie11). If you do decide to disable or delete the Cookies altogether our Website will not work as well as it could as it relies on Cookies to provide you with the service you have requested. You can choose to enable or disable Cookies in your web browser. By default, your browser will accept Cookies; however, this can be altered.  For further details please consult the help menu in your browser on your Computer and search for "cookies".

### HAVE A QUESTION?

Any questions on this Cookie Statement please email: office@whitehartinnmersea.co.uk and include the subject matter "Cookies" in the email header.