EQUESTRIAN DIRECT LTD
COOKIES POLICY

This Cookies Policy sets out how we, Equestrian Direct Ltd, use cookies and similar technologies on our website, www.equestriandirectltd.com (our website).

We may update this Cookies Policy from time to time in order to keep you fully informed about our latest practices involving cookies and similar technologies on our website. You should check this Cookies Policy each time you visit our website in order to find out whether our use of cookies and similar technologies has changed. The effective date of this Cookies Policy is 12th February 2018.

1. ABOUT COOKIES

Cookies are data files that are sent between web servers and web browsers, processor memory or hard drives (clients) to recognise a particular user's device when the user accesses a website. They are used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

Cookies can be classified as either 'session' or 'persistent' cookies. Session cookies are placed on your browser when you access a website and last for as long as you keep your browser open. They expire when you close your browser.
Persistent cookies are placed on your computer when you access a website and expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

Cookies will be set either by our website domain or by third party domains on our behalf. Cookies set by us on our website domain are referred to as 'first party' cookies. Cookies set by third party domains, or set on or via our domain on behalf of third parties, are referred to as 'third party' cookies.

Cookies do not usually contain personal information. Cookies may, however, be used in combination with other information to identify you.

We use first party and third party cookies on our website, and both session and persistent cookies.

If you require further information about cookies in general, please visit www.allaboutcookies.org

2. FIRST AND THIRD PARTY COOOKIES

Cookies can be classified as 'first party' or 'third party'.
First party cookies: these are cookies placed on your device by our website domain.
Third party cookies: these are cookies placed on your device by third party website domains.

3. ESSENTIAL COOKIES

These are cookies which are necessary in order for us to run our website and its essential functions and cannot be switched off in our systems. We use essential cookies for the following purposes on our website:

- to administer our website.
- to ensure our website functions properly when you interact with it.
- for remembering information you have inserted in a form on our website.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

4. FUNCTIONAL COOKIES

These are cookies that store information about your preferences and recognise you whenever you return to a website, in order to improve your website experience and personalise it for you. We use functional cookies for the following purposes on our website:

- to recognise you when you return to our website.
- to improve your experience of our website.
- to recognise whether you have accepted the use of cookies on our website.
- to recognise the type of browsing device you are using, including your browser and browser settings, for the purpose of displaying our website to you in an appropriate format.
- to remember the language in which to display our website to you.

5. TYPES OF COOKIES USED

Cookie ID	First or third party	Type	Purpose	Requirement	Expiry
JSESSIONID	First	HTTP	Usually used to maintain an anonymous user session by the server	Essential	Session
_adiCoockieCheck	First	HTTP	Google Analytics cookie used to provide us with valuable insight in helping us understand visitor interaction between our website and calls	Functional	Session
_dc_gtm_UA-#	First	HTTP	Google Analytics cookie used to control the loading of a Google Analytics script tag	Functional	Session
_ga	First	HTTP	Google Analytics cookie used to distinguish users on a website to generate statistical information about their use of the website	Functional	2 years
_gid	First	HTTP	Google Analytics cookie used to distinguish users on a website to generate statistical information about their use of the website	Functional	Session
ads/users-lists/#	Third	Pixel	Unclassified	Functional	Session
collect	Third	Pixel	Google Analytics cookie used to send data about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels	Functional	Session
fr	Third	HTTP	Facebook cookie used to deliver a series	Functional	3 months

			of advertisement products such as real time bidding from third party advertisers		
IDE	Third	HTTP	Google Double Click to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user	Functional	2 years
r/collect	Third	Pixel	Unclassified	Functional	Session
test_cookie	Third	HTTP	Used to check if the user's browser supports cookies	Functional	Session
tr	Third	Pixel	Unclassified	Functional	Session
adiErr	First	HTTP	Unclassified	Functional	Session

6. DISABLING COOKIES

If you would like to restrict the use of cookies you can control this in your Internet browser. Links to advice on how to do this for the most popular Internet browsers are provided below for convenience and will be available for the Internet browser of your choice either online or via the software help.
Internet Explorer
Google Chrome
Mozilla Firefox
Apple Safari