

Cookie Policy – www.burtonsbiscuits.com

A cookie is a small text file carrying bits of information about the activity of a user on a website and storing them on the device used to access the website.

Cookies do not harm your device and allow us to offer you a better browsing experience and quicker response on our website. Any additional information, including that allowing us to serve you ads, shall only be stored upon your prior consent to be given by continuing to browse the website or by any of the means specified below.

We recommend you to carefully read the following information to better understand what type of cookies we use and how you can customize the use of cookies based on your preferences.

Type of cookies we may use on the website

Our website may use both cookies that do not need your consent to be downloaded onto your device and cookies that can be downloaded only upon your prior consent.

- A. Strictly Necessary Cookies** (NOT requiring your prior consent): they are necessary for the operation of the website and give you access to the relevant features (browser cookies): these are mainly session cookies. We may also use functional cookies that enable us to save your preferences and settings and so enhance your browsing experience on our website (without limitation, by storing your identity as a registered user of the website when you select the “Remember me” feature, by directing you to the web pages in your chosen language or in the language of the country from which you access the website, by recording your preferences on whether you accept or not profiling cookies). To ensure proper operation of such cookies and ensure recording of your preferences, these cookies shall not be deleted when you finish browsing. Notwithstanding, these cookies shall have a validity period (not exceeding 2 years) beyond which they will be automatically deactivated. These cookies and information carried by them shall not be used for purposes other than those described above. Installation of technical cookies does not require your prior consent: we automatically set them on your device when you access the website or request specific features (for instance, when you click the “Remember me” feature). You may decide to disable cookies at any time by changing the relevant browser’s settings. However, this may prevent you from correctly displaying the website.

Further details of these cookies

	Name	Domain	Purpose	Duration
1	CMSCsrCookie	www.burtonsbiscuits.com	This cookie is set by the Kentico. This cookie is used for protecting against Cross Site Request Forgery. The cookie stores a security token that the system uses to validate all form data submitted via POST requests.	Session

2	ASP.NET_SessionId	www.burtonsbiscuits.com	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.	Session
3	AWSALBCORS	www.burtonsbiscuits.com	This cookie is managed by Amazon Web Services and is used for load balancing.	7 days
4	AWSALB	www.burtonsbiscuits.com	This cookie is managed by Amazon Web Services and is used for load balancing.	7 days
5	CMSPreferredCulture	www.burtonsbiscuits.com	Used to store the visitors preferred content culture.	1 year

B. Profiling cookies (requiring your prior CONSENT): our website also uses profiling cookies, which can only be installed upon your prior consent. In addition, our website may also set cookies belonging to third parties, always provided that you give your prior consent to the relevant installation. Such third parties may access the information collected through their cookies. Those third parties are:

- **Google Inc.** (through its services Google Analytics and Google DoubleClick and, where applicable, through the Google Plus plug-in))

Profiling cookies may include profiling cookies for advertising purposes, retargeting cookies, Social media cookies and analytic cookies other than those used only for aggregate statistical analysis.

- (i.) **Profiling cookies for advertising purposes:** they create user profiles to serve ads that are in line with the preferences showed by users as they surf the web;
- (ii.) **Retargeting cookies:** they are used to serve ads relating to products that are similar to those into which you showed an interest (e.g. displaying pages on products that you have visited on our website when you browse affiliate websites) or to measure effectiveness of (our or third parties) marketing campaigns;
- (iii.) **Analytic cookies:** they record your choices and activity on our website to carry out statistical analysis, for us or for third parties, by tracking your preferences and browsing behaviour, and to serve customized ads to you;
- (iv.) **Social media cookies:** furthermore, our website allows certain social networks (e.g. Facebook, Twitter and Instagram) to install their own cookies by means of their plug-ins. Such cookies are directly managed by third parties and may also be used to serve ads to you that are in line with your preferences, when you browse other websites.

Further details of these cookies

	Name	Domain	Purpose	Duration
1	_ga	www.burtonsbiscuits.com	Calculates visitor, session and campaign data and also keeps track of site usage for	2 years

			the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	
2	_gid	www.burtonsbiscuits.com	Stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
3	_gat_gtag_UA_132582092_1	www.burtonsbiscuits.com	Set by Google to distinguish users.	1 minute
4	_gat_gtag_UA_XXXXX_X	www.burtonsbiscuits.com	Set by Google to distinguish users.	1 minute
6	_fbp	www.burtonsbiscuits.com	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months

All such cookies shall only be installed upon your prior consent. For this reason, when you access our website a special banner informs you that our website uses analytic, profiling and retargeting cookies, belonging to us or to third parties. When you close the banner or continue browsing by clicking any item on the website outside the banner or by accessing another area of the website, it will be considered as if you do not consent to such cookies. We will track your consent (if any) by means of a dedicated technical cookie. As a result, the banner on cookies shall not be displayed any more if you visit again our website in future. Should you decide to delete technical cookies, please bear in mind that we will lose track of your consent and, as a consequence, the banner on cookies will be presented to you again, at your next visit of our website. At any time, you may freely decide to block the setting of profiling cookies (whether they are analytic cookies belonging to third parties, social media, retargeting or profiling cookies) or to withdraw any previously given consent without affecting your ability to visit the website and avail of the relevant contents. If you wish to learn more on how to do it, please carefully read the third party cookie policies that are available by following the links below.

How to enable and disable cookies

- **All cookies (technical cookies and profiling cookies):**

You may decide whether you want to allow cookies to be installed or not also by using your browser's setting area. However, should you disable one or more cookies, certain features of this website may be impaired as a result (please bear in mind that browsing cookies are necessary for the proper operation of the basic features of the website). The browser configuration relating to this choice may be monitored and modified in your browser's settings panel. Please select your browser among those below to receive information about how to modify the relevant cookie settings.

[Chrome](#) - [Firefox](#) - [IE](#) - [Opera](#) - [Safari](#)

- **Third party cookies requiring consent:**

The installation of profiling, retargeting, analytic and social media cookies belonging to third parties, as well as any other activity relating to such cookies, including collection and processing of information, shall be the responsibility of such third parties. If you wish to learn more on such cookies and the third parties that may access the information collected or on how to enable or disable them, you may read the cookie policies of such third parties by clicking any of the following links:

Google Analytics ([learn more](#))

In addition, certain advertising networks allow you to deny consent to customized communications. This will not prevent cookies from being installed, but will suspend the use and collection of certain data by the advertisers affiliated to the network. Please note that, although such networks include many of the leading advertising companies, a third party that sets cookies through the website may not belong to any such networks and, as a consequence, you may continue to receive cookies from said third party. If you wish to learn more on this matter, we invite you to visit the following address: <http://www.youronlinechoices.com>

The processing of personal data of the users is carried out by **Burton's Foods** 145 Dudley Road, Birmingham, England, B18 7QY in its capacity as **data controller**. If you wish any further information concerning the methods and purposes of the processing as well as the exercise of the rights granted to users under the UK GDPR and the Privacy and Electronic Communications Regulations, please carefully read our Privacy Policy. We recommend and encourage you to regularly check this Cookie Policy to become aware of any amendments to it.