



## SUPERCAMPS LIMITED COOKIE POLICY

### 1 ABOUT OUR USE OF COOKIES

- 1.1 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.
- 1.2 By continuing to browse the site, you are agreeing to our use of cookies.

### 2 WHAT IS A COOKIE?

- 2.1 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

### 3 COOKIES WE USE AND WHY

- 3.1 **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 or make use of e-billing services.
- 3.2 **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.
- 3.3 **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.
- 3.4 **Marketing 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 you. We may also share this information with third parties for this purpose.
- 3.5 You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose
Google	_ga	Website activity analytics
Google	_gid	Website activity analytics
Google	_dc_gtm_UA-2079585-1	Website activity analytics
DoubleClick (Google)	test_cookie	Marketing and Remarketing
FaceBook	fr	Analysis of FaceBook referred traffic for remarketing

SuperCamps	zte2095	Visitor information (to remember login information/baskets etc)
Zopim	AWSALB	Livechat function
SuperCamps	__zlcmid	Visitor information (to remember login information/baskets etc)
Pardot	pardot	Website activity analytics for email marketing activity
Pardot	visitor_id448012	Website activity analytics for email marketing activity
Pardot	visitor_id448012-hash	Website activity analytics for email marketing activity
Pardot	lpv448012	Website activity analytics for email marketing activity
SuperCamps	visitor_id448012	Visitor information (to remember login information/baskets etc)
SuperCamps	visitor_id448012-hash	Visitor information (to remember login information/baskets etc)

#### 4 WE HAVE NO CONTROL OVER THIRD PARTY COOKIES

4.1 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

#### 5 WHAT HAPPENS IF YOU BLOCK COOKIES?

5.1 You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. 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 site.

#### 6 EXPIRY OF COOKIES

6.1 Except for essential cookies, all cookies will expire after 6 months.

#### 7 CONTACT US

7.1 If you have any questions regarding this Cookie Policy please **contact us by email – [marketing@supercamps.co.uk](mailto:marketing@supercamps.co.uk)**