
COOKIE POLICY

BACKGROUND:

This website <<www.thevitashield.com/legal/>> ("Our Site") uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur when you indicate your acceptance on our Cookie pop-up menu when you first visit Our Site. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

1. Definitions and Interpretation

1.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

"Cookie"	means a small file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site;
"Data Protection Laws"	Means (a) EU Regulation 2016/679 General Data Protection Regulation ("GDPR"); (b) the Data Protection Act 2018; (c) the Directive 2002/58/EC (ePrivacy Directive) and/or the Privacy and Electronic Communications (EC Directive) Regulations 2003; (d) any other applicable law relating to the processing, privacy and/or use of Personal Data, as applicable to the operation of our Site (e) any laws which implement any such laws; and (f) any laws that replace, extend, re-enact, consolidate or amend any of the foregoing;
"personal data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by the Data Protection Laws; and
"We/Us/Our"	means Vita (Holdings) Limited, a limited company registered in England under company number 05396870, whose registered address is Oldham Road, Middleton, Manchester, M24 2DB along with the companies comprised within our group details of which can be found at https://www.thevitagroup.com/contact-us/ ("Vita Group")

2. Information About Us

2.1 Our Site is owned and operated by Vita (Holdings) Limited for and on behalf of the Vita Group.

2.2 The VAT number of Vita (Holdings) Limited is GB145 4019 87.

2.3 Our Data Protection Officer is Bridget Groarke, and can be contacted by email at vitashieldsales@thevitagroup.com or by post at Data Protection Officer, Vita Group, Oldham Road, Middleton, Manchester, M24 2DB.

3. How Does Our Site Use Cookies?

3.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

3.2 By using Our Site, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Site. For more details, please refer to section 4 below.

3.3 All Cookies used by and on Our Site are used in accordance with current Data Protection Laws. We may use some or all of the following types of Cookie:

3.3.1 Strictly Necessary Cookies

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions.

3.3.2 Analytics Cookies

It is important for Us to understand how you use Our Site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.

3.3.3 Functionality Cookies

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.

3.3.4 Targeting Cookies

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests.

3.3.5 Third Party Cookies

Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Site, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).

3.3.6 Persistent Cookies

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.

3.3.7 Session Cookies

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session Cookies are deleted when you close your browser.

3.4 Cookies on Our Site are not permanent and will expire after 6 months.

3.5 For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to

our Privacy Policy available at https://thevitashield.com/wp-content/uploads/2020/11/Vita-Consumer-Website-privacy-policy645346823_4.2-FINAL-11-Nov-2020.pdf

3.6 For more specific details of the Cookies that We use, please refer to the table below.

4. What Cookies Does Our Site Use?

4.1 The following third party Cookies may be placed on your computer or device

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
_ga	Used to distinguish users	Google	No
_gid	Used to distinguish users	Google	No
_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_.	Google	No
AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	Google	No
gac	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.	Google	No

4.2 Our Site uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site and the products offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

4.3 The analytics service(s) used by Our Site use(s) analytics Cookies to gather the required information.

4.4 The analytics service(s) used by Our Site use(s) the following analytics Cookies:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
_ga	Used to distinguish users	Google	No
_gid	Used to distinguish users	Google	No
_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named	Google	No

	<u>_dc_gtm_</u>		
AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	Google	No
<u>_gac_</u>	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.	Google	No

5. Consent and Control

5.1 Before Cookies are placed on your computer or device, you will be shown a pop-up menu requesting your consent to set those Cookies or to indicate which of the different categories of Cookie We use that you give your consent to our placing and those which you wish to deny. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies unless those Cookies are strictly necessary; however certain features of Our Site may not function fully or as intended. You can return to your Cookie preferences to review and/or change them at any time by clicking the cookies icon in the bottom left corner.

5.2 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

5.3 The links below provide instructions on how to control Cookies in all mainstream browsers:

5.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

5.3.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

5.3.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

5.3.4 Safari (macOS): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

5.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>

5.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

5.3.7 Android:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en>
(Please refer to your device's documentation for manufacturers' own browsers)

6. **Changes to this Cookie Policy**

6.1 We may alter this Cookie Policy at any time. If We do so, details of the changes will be highlighted at the top of this page. Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.

6.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

7. **Further Information**

7.1 If you would like to know more about how We use Cookies, please contact Us at vitashieldsales@thevitagroup.com, or by post at Data Protection Officer, Vita Group, Oldham Road, Middleton, Manchester, M24 2DB.

7.2 For more information about privacy, data protection and our terms and conditions, please visit the following:

7.2.1 Our Privacy Policy available at www.thevitashield.com/legal/;

7.2.2 Website terms of use available at www.thevitashield.com/legal/;

7.2.3 Supply terms available at www.thevitashield.com/legal/.