COOKIES POLICY

The GindiLife.com website uses cookies and other tracking technologies. In summary, these distinguish you from other users of our website and may:

- be essential to the running of the website;

- help the website to perform more effectively;

- allow us to deliver a more personalized browsing experience;

- keep you up to date with GindiLife, even after you have left the website;

- enable us to understand our customers' browsing behavior; and/or

- allow us to improve the website.

WHAT ARE COOKIES AND TRACKING TECHNOLOGIES?
These essentially enable us (or our third party partners, as detailed below) to store information on your browser or device to enable us or them to identify you and monitor certain activities, for the purposes set out in this policy.

They may:

(i) expire at the end of your browser session (allowing us to link your activities during that session – these are often called "session cookies");

(ii) be stored on your browser/device in between sessions, enabling us to remember your preferences and actions for future visits. They need to be manually deleted or will expire after the particular period set by that cookie – these are often referred to as "persistent cookies";

(iii) be set by GindiLife, which are often referred to as "first-party cookies"; or

(iv) be set by third parties – often referred to as "third party cookies".

Importantly, we will not use any cookies/tracking technologies (or permit any third parties to place these on our website) which are not strictly necessary for the operation of the website, without first getting your consent.

You can always change your mind about all types of cookies/tracking technologies (see "How to block these cookies/tracking technologies" section below).

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies/similar technologies, over which we have no control. These are subject to the terms of the relevant third parties' policies so please read these carefully.

WHAT TYPES OF COOKIES/TRACKING TECHNOLOGIES DO WE USE?
The following table sets out the different types of cookies GindiLife uses, with the second table detailing our third party cookies individually:

Type	Purpose
Strictly necessary	These are required for the operation of our website. They include, for example, cookies that enable you to log into your account and use our shopping cart when you wish to play in a competition.
Analytical/ performance	These allow us to recognise and count the number of website visitors, to see how visitors move around and use our website (including time spent on pages, download errors, click throughs etc). This helps us to ensure that our website is operating effectively and improve our services.
Functionality	These are used to recognise you when you return to our website. This allows us to tailor your browsing experience by personalising the content you see, greet you personally without you needing to input your details each time and to remember your preferences.
Targeting	These 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 your interests. We may also share this information with third parties for this purpose (if you have consented).
Re-targeting	These record the same types of information as above but display GindiLife (or third party advertising, to the extent you have consented) once you have left the GindiLife website.

Name	Type	Purpose
Google Analytics	Analytical/performance	Google Analytics software helps us to recognise and count the number of website visitors, to see how visitors move around and use our website (including time spent on pages, download errors, click throughs etc). This helps us to ensure that our website is operating effectively and improve our services.
Awin	Analytical/performance	This cookie is used to track whether we owe any commission to a site (affiliate) which has referred business to us.
Google AdWords	Analytical/performance	This cookie is only active when you complete an order to track how our campaigns are performing and if we then owe any money as a commission.
Bronto	Targeting	Bronto cookie helps us track the performance of our e-mail marketing campaigns to make them more relevant to you.
ARM	Targeting	This cookie tracks the performance of our TV marketing campaign to allow us to measure it's effectiveness and make it more targeted.
Facebook	Targeting	This cookie tracks the performance of our Facebook marketing campaigns allowing us to analyse them and make them more personalised to you.
Qubit	Targeting	Qubit helps us record your visit to our website, the pages you have visited and the links you have followed to make our website more relevant to your interests.
Conversant	Re-targeting	Conversant records your visit to our website and the pages you have visited so once you have left the GindiLife website, we can make our advertising more specific to you.
Hotjar	Analytical/performance	Hotjar's cookie helps us to track user movement around our website in order to allow us to optimise its performance and enhance your user experience.

HOW TO BLOCK THESE COOKIES/TRACKING TECHNOLOGIES
You can manage your settings and block cookies/tracking technologies 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 strictly necessary cookies) you may not be able to access all or parts of our website.

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