

Cookie Policy

Asparagus By Post uses cookies to keep our sites reliable, secure and personalised. When you accept cookies, this helps make the site better by remembering your preferences, customising content or ads, and enhancing your experience of our premium news, insight and analysis.

This Cookie Policy applies to all websites and web applications which link to this policy and are operated by Withycombe Asparagus by Post.

This policy should be read alongside our Privacy Policy, which explains how we use personal information.

If you have any queries about the way we use your personal information or cookies, please contact our data privacy manager at contactus@asparagusbypost.co.uk/.

If you wish to manage your cookies, this can be done within cookie settings.

WHAT ARE COOKIES?

Cookies are small text files which a website may place on your computer or device when you visit a site. The cookie will help the website, or another website, to recognise your device the next time you visit. Web beacons, pixels or other similar files can also do the same thing. We use the term “cookies” in this policy to refer to all files that collect information in this way.

Cookies serve many functions. For example, they can help us to remember your username and preferences, as well as help analyse how well our Sites are performing.

The majority of websites use cookies to collect and retain personal information about their visitors. Most cookies collect general information, such as how visitors arrive at and use our Sites, the device they are using, their internet protocol address (IP address), what pages they are viewing and their

approximate location (for example, we would be able to recognise that you are visiting our Sites from London).

PURPOSE OF COOKIES

To make suggestions and recommendations to you about goods or services that may be of interest to you

- (a) Identity
- (b) Contact
- (c) Technical
- (d) Usage
- (e) Profile

OPERATING OUR SITES

Some cookies are essential for the operation of our Sites. This includes cookies for the following purposes:

Performance – we use these cookies to monitor Site performance. This allows us to provide a high-quality experience by quickly identifying and fixing any issues that arise. For example, we might use performance cookies to track error messages, and to determine improvements to our Sites.

Analytics – we use cookies to help us understand our audience and how they interact and use our service.

Fraud prevention – we use cookies to monitor and prevent suspicious activity and fraudulent traffic

We use the following cookies:

Description of Cookie	Purpose
DV	These cookies are used for the purpose of targeted advertising.

NID	These cookies are used for the purpose of targeted advertising.
ANID	One of the main advertising cookies on non-Google sites is named 'IDE' and is stored in browsers under the domain.

Analytical/performance

We use the following analytical/performance cookies:

Description of Cookie	Purpose
1P_JAR	These cookies are used to gather website statistics, and track conversion rates.
__utma	This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like Days and Visits to purchase
__utmb	__utmb is the cookie that keeps track of timeouts and the number of page views your website gets. It also records the start time of each visit. This cookie expires at the end of 30 minutes of inactivity on the site
__utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes
__utmc	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older versions this was used in combination with the __utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.

__utmz	The __utmz cookie contains the traffic source information in Urchin tracker format. It contains information about how and when an individual visitor hits your site for the FIRST time. That means whenever the visitor comes back to your site, this value remains unchanged.

We also use third party cookies on our Sites that fall into the categories above (“third party cookies”) for the following reasons:

- to help us monitor traffic on our Sites (like many companies, we use Google Analytics to do this);
- to identify fraudulent or non-human traffic;
- to assist with market research;
- to improve Site functionality;
- to monitor compliance with our terms and conditions and copyright policy.

How to manage cookies

If you wish to manage your cookies, please follow the instructions on our Manage Cookies page. Please remember that if you choose to disable cookies, certain sections of our Sites may not work properly.

For more information about cookies and how to manage them, please visit:

www.allaboutcookies.org

MORE INFORMATION

Further information about our data processing can be found in our Privacy Policy.

If you have any queries regarding this Cookie Policy, please contact our Data Privacy manager at contactus@asparagusbypost.co.uk

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