

# Cookies

This is the Cookie Policy for LOFT website, accessible from [loft.trade](#). Cookies are small text files placed on your computer that are created by the websites you visit or by emails you open. Cookies are used to improve your user experience, enable functionality on the website, facilitate site security and provide the business with marketing information about the site's visitors. Cookie text files comprise both numbers and letters and are saved into special areas in the memory of your computer or mobile device. Cookies stored here are called session cookies while cookies placed into the hard drive are called persistent cookies.

## 1. What are Cookies

- 1.1. As is common practice with almost all professional websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the site's functionality.
- 1.2. For more general information on cookies see the Wikipedia article on [HTTP Cookies](#).

## 2. How we use cookies

- 2.1. We use cookies for a variety of reasons detailed below. Unfortunately in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

### **3. Disabling Cookies**

- 3.1. You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of our website. Therefore, it is recommended that you do not disable cookies.

### **4. The cookies we set**

- 4.1. Account related cookies. If you create an account with us then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out however in some cases they may remain afterwards to remember your site preferences when logged out.
- 4.2. Login related cookies. We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.
- 4.3. Email newsletters related cookies. This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.
- 4.4. Forms related cookies. When you submit data through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.
- 4.5. Site preferences cookies. In order to provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. In order to remember your preferences we need to set cookies so that this information can be called whenever you interact with a page that is affected by your preferences.

### **5. Third party cookies**

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

- 5.1. This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. For more information on Google Analytics cookies, see the official Google Analytics page.
- 5.2. Third party analytics are used to track and measure usage of this site so that we can continue to produce engaging content. These cookies may track things such as how long you spend on the site or pages you visit which helps us to understand how we can improve the site for you.
- 5.3. From time to time we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features these cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.
- 5.4. As we sell products it's important for us to understand statistics about how many of the visitors to our site actually make a purchase and as such this is the kind of data that these cookies will track. This is important to you as it means that we can accurately make business predictions that allow us to monitor our advertising and product costs to ensure the best possible price.
- 5.5. Several partners advertise on our behalf and affiliate tracking cookies simply allow us to see if our customers have come to the site through one of our partner sites so that we can credit them appropriately and where applicable allow our affiliate partners to provide any bonus that they may provide you for making a purchase.
- 5.6. We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including, will set cookies through our site which may be used to enhance your profile on their site or contribute to

the data they hold for various purposes outlined in their respective privacy policies.

## **6. More Information**

- 6.1. To find out more about cookies, including how to see what cookies have been set, visit [https://en.wikipedia.org/wiki/HTTP\\_cookie](https://en.wikipedia.org/wiki/HTTP_cookie).
- 6.2. However, if you are still looking for more information then you can contact us by email at [support@loft.trade](mailto:support@loft.trade)