THE ORIGINAL FACTORY SHOP GROUP LIMITED (TOFS) –

WEBSITE VISITOR AND COOKIE NOTICE

1   COOKIES INFORMATION

TOFS ('**we**', '**our**', '**us**') are committed to protecting and respecting your privacy. This website is operated by The Factory Shop Ltd, Orient Business Park, Billington Road, Burnley, Lancashire, BB11 5UB. This section is our Cookies Notice; it tells you why we use cookies, the cookies we use and how you can manage the cookies stored on your devices. This Cookie Notice applies to the TOFS website https://www.tofs.com/ It supplements TOFS' EU Privacy Notice, which may be accessed here: https://www.tofs.com/customer-service/privacy-policy/

Any questions or concerns relating to the use of cookies by our websites and the processing of personal data obtained through their use may be directed to: chiefprivacyofficer@tofs.com

2   WHAT ARE COOKIES?

A cookie is a small removable data file, typically of letters and numbers, downloaded on to a computer, smartphone or other device when the user accesses certain websites.

3   WHY DO WE USE COOKIES?

Cookies are used for a variety of reasons from making a website function more efficiently, to recognising a user's device and tailoring that user's experience to fit prior preferences. Cookies can also provide the owners of a site valuable information about how that site is being used. At theoriginalfactoryshop.co.uk we use cookies to allow us to distinguish you from other users of our website, which helps us to provide you with a personalised experience when browsing our website and allows us to improve our site, as well as to keep track of what you have in your basket, and to analyse visitor information. This information helps us to improve the website and your shopping experience.

4   WHAT COOKIES DO WE USE?

The types of cookies we use are session cookies and persistent cookies.

Session cookies are temporary files which last only as long as you're browsing session and are erased once you close your browser. They make it easier for you to navigate our sites. Persistent cookies are files that stay on your unit's hard drive after you close your browser. They can be used when you return to our site to help identify you or allow you to log in, or on other third-party sites to communicate to you via online-marketing channels.

Please review the table below for more detailed information on the specific cookies we use.

4.1   Google Analytics

Our website uses Google Analytics to monitor how visitors move around the website and how they reached it. This is done so that we can see statistics on the types of content users' access. The Google Analytics cookies also tell us if you have visited the site before and allow us to track how many individual users the websites have. The Google cookies cannot be used to identify individuals – they are only used for statistical purposes only. You can opt out of Google cookies here https://tools.google.com/dlpage/gaoptout

4.2   Links to other sites

The TOFS website may contain links to other sites that are not owned or controlled by TOFS Please be aware that TOFS is not responsible for the privacy or security practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every web site that collects personally identifiable information.

5   **BLOCKING COOKIES**

You have the option of whether to accept or deny certain cookies. However, choosing to block cookies may disable certain features of this site or prohibit the use of this site altogether. By deleting or blocking cookies that are strictly necessary for the performance of our website, it may not function correctly and you may not be able to access certain areas of the website. To deny or limit the use of cookies on your device you may set your web browser to deny the setting of any cookies, set your web browser to notify you when a cookie is set or you can delete set cookies later.

The process for blocking or removing cookies will vary from one web browser to the next.

For instructions on how to eliminate or restrict cookies through your browser settings please visit *all about cookies*.

6   **OTHER INFORMATION**

Where we work with third-party vendors to apply cookies on our behalf and they have access to personal data collected via cookies or other apps, they are subject to appropriate contractual safeguards in line with the requirements of the GDPR. Any personal data that we collect from the application of cookies are stored on servers that are hosted in the UK. We retain personal data collected by means of cookies needed for personalised services where you have consented to the use of cookies for those purposes, and otherwise only for as long as necessary to aggregate personal data that we use for website performance and audience measurement.

For more information on how we protect your information please view our full Privacy Notice here https://www.tofs.com/customer-service/privacy-policy/

Please review the table below for more detailed information on the specific cookies we use.

Cookie name	DESCRIPTION

STRICTLY NECESSARY

These cookies are necessary for the website to function and cannot be switched off without impairing the functioning of our website. They are set to respond to actions taken by you to make a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work

Cookie name	Description
cfduid	Used by the content network, to identify trusted web traffic.
Frontend	Session ID for the Shop front end. This ID ensures that a user can be uniquely identified as a guest or logged-in user. Functions such as "Items last viewed" or retention of the logged-in state are connected with this cookie.
Frontend cid	Session ID cookie for SSL encrypted pages (HTTPS). This cookie exists in addition to the standard frontend cookie and is used in the Shops with SSL encryption. Functions such as "Items last viewed" or retention of the logged-in state are connected with this cookie.
AWSELB	Used to distribute traffic to the website on several servers in order to optimise response times.

FUNCTIONALITY / PREFERENCES

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Cookie name	Description
UID	Unique user ID that recognizes the user on returning visits.
atuvc	This cookie is associated with the social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.
atuvs	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service,

ANALYTICS / PERFORMANCE

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated by third-party providers or immediately by us. If you block these cookies, we will not know when you have visited our website, and will not be able to remember your preferences when you make subsequent visits.

Cookie name	Description
loc	This cookie is used for Geolocation, used to help publishers know approximately where people sharing information are located.
uid	This cookie is used as a unique user ID that recognises the user on returning visits.
uvc	Detects how often the social sharing service, encounters the same user.
__hssc	This cookie is for keeping track of sessions. This is used to determine if it should increment the session number and timestamps.

__hstc	The main cookie used for tracking visitors information.
_qca,ga, gid	Collects anonymous data on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded with the purpose of generating reports for optimising the website content.
_gat	Used by Google Analytics to throttle request rate.
_gat_UA-36515426-1	This is a pattern type cookie set by Google Analytics, where the pattern element in the name contains the unique identity number of the account or website to which it refers.
_hjIncludedInSample	This cookie is associated with web analytics functionality and services. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.
mus	Unclassified
ouid	Unclassified

MARKETING/TARGETING

These cookies may be set through our website by partners. They may be used to build a profile of your interests and show you relevant adverts on other sites. They do not directly store your personal details but do uniquely identify your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

TDCPM, TDID, rtbData0, dspuuid, anj, uuid2,	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
sess	Used to check if the user's browser supports cookies.
c	Regulates synchronisation of user identification and exchange of user data between various ad services.
tuuid	Registers whether or not the user has consented to the use of cookies.
CMDD	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
CMID, CMPS, CMRUM3,CMSC, CMST, EID, UID,	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
test_cookie	Used to check if the user's browser supports cookies.
U	Collects unidentifiable data that is sent to an unidentifiable source. The source's identity is kept secret by the company, Whois Privacy Protection Service, Inc.
collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

iutk	Recognises the user's device and what documents have been read.
kuid	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
ljtrtb#, lijt_reader	Collects data related to reader interests, context, demographics and other information with the purpose of finding interested users on websites with related content.
I,	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
KRTBCOOKIE_#, PUBMDCID	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.
mc	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.
ck1, drtn#, rlas3,	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
Khaos, put_#, rpb,	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
TapAd_DID, TapAd_TS	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) are used by a user.
Bku	This cookie is provided by bluekai.com and is used for advertising purposes.
0, 0123456789#, -1, tuuid, tuuid_last_update, ul_cb/match, um, umeh, UUID#68, APID, IDSYNC, sync, tuuid_lu, ul_cb/sync, CMPRO, rum,	Unclassified
dis/rtb/appnexus/cookiematch.aspx, dis/rtb/google/cookiematch.aspx, dis/rtb/taboola/cookiematch.aspx, rex/match.aspx	Unclassified
r/collect, ads/user-lists/#, lidid, s/28292, merge, ayl_visitor, visitor/sync, w/1.0/sd, criteo, has_data, status, suid/1017, visitor, adserver/pug, pugT	Unclassified
rtn1-z,c, rpx, tap.php, stx_user_id, sync/v1, cs, user-registering, t_gid, taboola_usg, taboola_vmp, idsync/ex/receive	Unclassified
TapAd_TTD_SYNC, tt_viewer, xuid, ptrcriteo, v000/sync, yieldmo_id, survey-1e24161b, survey-started-1e24161b, d/px	Unclassified
criteo_write_test, cto_lwid, cto_tld_test, picreel_tracker__first_visit, picreel_tracker__page_views, picreel_tracker__visited	Unclassified

na_id, na_tc, na_rn, na_sc_e, na_sc_x, na_sr,	Unclassified

Effective from 1st Nov 2018