

# Cookies Policy

## What are cookies?

A cookie is a small file that can be placed on your device that allows us to recognise and remember you. It is sent to your browser and stored on your computer's hard drive or tablet or mobile device. When you visit our sites, we may collect information from you automatically through cookies or similar technology.

**Essential cookies:** Cookies that are essential to provide you with services you have requested. For example, these include a means to store the contents of your basket when you add items to it. If you set your browser to block these cookies, then these functions and services will not work for you. In particular, we won't be able to save your preferences about cookies.

Name	Domain	Purpose	Lifetime	Technique
basket	appless.app	The contents of your basket and contact information provided during checkout are kept locally on your browser until the order get validated & processed on our servers.	Duration of the browsing session	Service Worker

**Payment cookies:** The cookies below are necessary to provide payment functionality via our payments provider Adyen. The most update-to-date information about their cookies can be found here:

<https://www.adyen.com/policies-and-disclaimer/cookie-policy>

Name	Domain	Purpose	Lifetime	Technique
JSESSIONID	adyen.com	This cookie is used to track logged in users and allows us to, for example, prevent that you would have to re-enter your log-in details if a page is reloaded.	Duration of the browsing session	Cookie

## Performance Related

Cookies which measure how often you visit our sites, how you use them and how they perform. We use this information to get a better sense of how our users engage with sites, so that users have a better experience. For example, we collect information about which of our pages are most frequently visited, and by which types of users. We also use third-party cookies to help with performance. For example, the Google Analytics cookies gives us information such as your journey between pages.

Name	Domain	Purpose	Lifetime	Technique
_ga	appless.app pay.google.com	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	2 year	Cookie
_gid	appless.app pay.google.com	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	1 day	Cookie
ANID	google.com	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	18 months	Cookie
CONSENT	google.com	This cookie is used to distinguish between	Infinite	Cookie

		visitors and how they use the website, which we use in order to improve our website.		
NID	google.com	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	6 month	Cookie
OTZ	pay.google.com	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	1 month	Cookie
_gat	appless.app pay.google.com	This cookie is used for throttling analytics requests to limit requests being sent from your browser to Google services	Duration of the browsing session	Cookie
ai_session	appless.app	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	Duration of the browsing session + 30 minutes	Cookie
ai_user	appless.app	This cookie is used to distinguish between visitors and how they use the website, which we use in order to improve our website.	1 year	Cookie
_fbp	appless.app	This cookie is used by Facebook to deliver a series of advertisement products, such as real time bidding by third party advertisers.	90 days	Cookie
_gcl_au	appless.app	This cookie is used by Facebook to deliver a series of advertisement products, such as real time bidding by third party advertisers.	90 days	Cookie
fr	.facebook.com	This cookie is used to retarget website visitors via Facebook.	3 months	Cookie

To opt-out of Google Analytics cookies by default and for all website go to this URL:

<http://tools.google.com/dlpage/gaoptout>

### **Advertising, marketing and social media cookies**

We only place advertising, marketing and social media cookies if you have given us your permission to do this.

Advertisement and marketing cookies collect information about your browsing habits in order to make our and our vendor's content and advertising as relevant to you and your interests as possible. These cookies are also used to help us measure the effectiveness of our advertising campaigns by tracking the number of clicks. The cookies are usually placed by third party advertising networks. They remember the websites you visit and use this information to give you access to interesting and exciting content on our website and to show you more personalized adverts when you visit other websites. These cookies also help improve your browsing experience, for example by helping to prevent the same advertisement from reappearing to you.

Additionally, social media platforms such as Facebook and Twitter can use cookies to see if you are logged in and allow you to "like" content or forward it to your friends. Depending on your settings, these third parties may use your information for their own purposes, such as advertising. If you would like to know more how these social media platforms use data, please refer to the privacy notices of these platforms.

NID /				
_fbp	appless.app	This cookie is used by Facebook to deliver a series of advertisement products, such as real time bidding by third party advertisers.	90 days	Cookie
_gcl_au	appless.app	This cookie is used by Facebook to deliver a series of advertisement products, such as real time bidding by third party advertisers.	90 days	Cookie
fr	.facebook.com	This cookie is used to retarget website visitors via Facebook.	3 months	Cookie