

Cookies

In this policy, unless it is obvious that they have some other meaning, the words "we", "our" and "us" refers to <http://www.easibirthing.com> and its owner(s) easibirthing.

To contact the data protection officer you should email sharon@easibirthing.co.uk.

This Cookie Policy outlines to you what “cookies” are, why they are used, how we use them and how you can disable them in your browser if desired. Please be aware that if you disable cookies in your browser there may be areas and aspects of our website which will not work as expected.

This cookie policy should be read alongside our privacy policy so you fully understand how and why we use cookies and the additional information we may collect from you. If you do not fully understand and agree with our cookie and privacy policies you must cease use of our website immediately.

If you require any clarification about our cookie policy please email the data protection officer.

Cookies – what are they?

Cookies are small text files which are stored on your computer’s hard drive. They can be used by websites to track the user, remember preferences, allow the user to login to secure areas of websites, store items in virtual shopping baskets and a whole host of other tasks.

Why and how do we use Cookies?

We use cookies to allow for a greater browsing experience for our users. As illustrated above, Cookies can perform a number of very useful tasks which allow this. We may also use Cookies to help us better understand our users, how they use our website and their preferences to further enhance our website and business.

The Cookies we may use tend to fit into three main categories. A list of the three categories follows, along with an explanation of how and why we use Cookies in each instance.

Analytical Cookies

We may use anonymous analytics Cookies to track the number of users we have, the pages they visit, the duration of the visit, and a whole host of other useful information about how our users browse and engage our website.

Knowing this information allows us to understand our audience reach, audience demographics, the success our marketing campaigns, which areas of our website are most popular, and clearer picture of how to design and implement new changes to our website and business going forward.

We are not able to identify you as an individual using analytics Cookies.

Functionality Cookies

We may use Cookies as a method of storing information which allows you to browse and use our website efficiently.

We may use such Cookies to perform tasks such as storing the items you have added to your online shopping cart, the information you filled into a form, your credentials to keep you logged into a secure area of the website, and to remember various other preferences.

Cookies from third-parties

The Web is an integrated place. Like most other websites, we may have third-party applications, programs, widgets and material on our website. Some of these may use Cookies to track various metrics, store preferences and customise their material to you.

An example of this which is widely used across the Web is social media buttons which allow users to like, share and comment about what they find on websites and may result in Cookies being set.

We cannot view or change third-party cookies, in the same way third-parties cannot view or change cookies set by us.

Turning Cookies off in your browser

If you decide to turn Cookies off in your browser you should be aware that certain areas and features of our website may not work as expected.

The majority of mainstream, up-to-date browsers allow you to disabled Cookies. Usually you can find where to do this by going to the options or preference tab within your browser. We offer some links below which may help you:

Firefox: [Enable and disable cookies that websites use to track your preferences.](#)

Internet Explorer: [Block or allow cookies.](#)

Google Chrome: [Enable or disable cookies.](#)

For users worried about Cookies used by advertisers, you can learn much more about them and how to disable them by visit the [Your Online Choices](#).

You can email the data protection officer if you require any further information about Cookies.