

# About cookies

V2 July 2024

**SMARTY**  
Simple, honest mobile

# Cookies Policy

Cookies are small text files that are sent to your computer, mobile phone, or tablet (your device) when you visit a website. This policy provides information about our use of cookies on our website, smarty.co.uk.

When you visit our website, you will be given the option to choose which cookies you are happy for us to use. To make full use of smarty.co.uk, including ordering products, you will need to accept cookies, as we can only provide you with certain, personalised features of our website by using them. Our cookies hold the 'key' that, once you're signed in, is associated with your information. This is also true of any cookies that we use in your online account. If you'd prefer to manage, restrict, block or delete cookies from our website, you can manage them using our [OneTrust Preference Centre](#) or use your browser to do this (take a look at aboutcookies.org). Our OneTrust Preference Centre contains the list of the cookies we use, and what we use them for.

## How do we use cookies?

On smarty.co.uk, there are three types of cookies that may be generated as you browse the site: essential cookies, functional cookies, and advertising cookies.

### Category

Essential

### What they do

These are essential for you to browse the website and use its features, such as accessing secure areas of the site. Cookies that allow the website to hold your items in your basket while you are shopping are an example of an essential cookie.

Other important jobs they do are:

- Help you move around the website
- Tell us if you have been to the website before and which pages you went to
- Tell us how the site is working, so that we can find and fix any problems
- Provide statistical information used in reports and to improve/maintain our site's performance.

Because they are necessary to the functioning of our website, you cannot turn these off through cookie preferences.

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## Category

Functional

### What they do

These cookies allow us to provide enhanced functionality on the website. If these cookies are rejected, this functionality will be disabled.

Examples are:

- Remembering website personalisation choices
- Enabling identification of potential candidates for market research surveys

We will ask your consent to use these cookies through the cookie banner/cookie preferences

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## Category

Advertising

### What they do

Advertising cookies perform two functions;

Firstly, they enable measurements that are used by some of our partners and vendors to evaluate how well their services are working with our website. In addition, these cookies provide further information that allows us to monitor visits and see how visitors move around the site so we can evaluate and improve the visitor experience offered by our site.

Secondly, they are used to segment and build profiles for targeted marketing communications. These allow the use of personal data, browsing/usage data (e.g. customer ID) for SMARTY to send personalised, targeted marketing communications.

In addition, the advertisements you see displayed on this, and other, sites may be generated by third parties. These services may use their own anonymous cookies to track how many times a particular ad has been displayed to you and may track your visits to other sites where their ads are displayed.

These cookies may be set through our site by our advertising partners, to build a profile of your interests and show you relevant ads on this and other sites across different platforms/channels.

Cookies in this category:

- Allow data collection that may include personal data (e.g. Customer ID, IP address) that can be used to segment and understand our audiences and to display personalised content on our website,
- Allow tracking that enables advertisements (from third parties) to be more relevant and personalised to you.

Please note that advertisers can only track visits to sites which display their ads or other content. This tracking is anonymous, meaning that they do not identify who is viewing which ads.

By accepting these cookies, you agree that we share this information with third parties, such as our advertising partners. This may in some cases mean your data will be processed outside the UK/EU/EEA.

We will ask your consent to use these cookies through the cookie banner/cookie preferences.

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## Managing your preferences

You can manage your cookie consent at any time by using our [OneTrust Preference Centre](#).

Within cookie preferences, you can find out more about the cookies within each of the different cookie types described above and you can amend your preferences for each type. By agreeing to a category of cookies, you consent to all cookies in this category. You can manage your preferences and refuse cookies at any time in cookie preferences.

If you choose to 'Allow essential cookies only', no other cookies, other than the ones categorised as 'essential' will be placed on your device.

If you choose to 'Accept all cookies', you accept all cookie categories and agree that we can share the information collected with third parties, such as our advertising partners. In some cases, this may mean that your data will be processed outside the UK/EU/EEA.

### Cookies with more than one use

Some of our cookies collect data for more than one use and so may appear in more than one cookie category. We will only use these cookies for their essential purposes unless you have given your consent to any other uses they have within different cookie categories.

### Using 'share' tools on our website

If you use any of our 'share' tools to share our content with friends via social networks, you may be sent cookies from these websites. We don't control the settings of these

cookies, so it's worth checking the third-party websites for more information.

## **Cookies that are already on your device**

Turning off one or more types of cookies will not delete any that have been downloaded in the past. We may still use data we collected up to that point, but will stop collecting new data.

## **Removing or blocking cookies from your device**

If you'd prefer to completely restrict, block or delete cookies from all websites, including smarty.co.uk, you can use your browser to do this. Each browser is different, so please check the 'Help' menu of your particular browser or learn how to change your browser's cookie settings at [aboutcookies.org](http://aboutcookies.org) (although please note, we can't be responsible for the content of external websites).

If you don't want to enable cookies on your browser, then you will be able to browse smarty.co.uk and look at our products and services, but you won't be able to buy products via the website, or log-in to manage your account.

In general, you can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited. Be aware though that you may also lose some saved information (e.g. saved login details, site preferences).

You can set most modern browsers to prevent any cookies being placed on your device, but you may then have to manually adjust some preferences every time you visit a site/page. And some services and functionalities may not work properly at all (e.g. profile logging-in).

## **How to contact us**

If you have questions about our use of cookies on smarty.co.uk and this policy, please contact the Data Protection team on [dpa.officer@smarty.co.uk](mailto:dpa.officer@smarty.co.uk).

## **Relevant Terms and Conditions and Privacy Notice**

This policy outlines our use of cookies on smarty.co.uk. You should read it in conjunction with SMARTY's [Terms and Conditions of Service](#) and the [SMARTY Privacy Notice](#).

## **Changes to our Cookie Policy**

This Cookie Policy is kept under regular review and is therefore subject to change. Amended versions of this document shall be notified through publication on the SMARTY website.