

# Cookies Policy

## What are Cookies?

Cookies are small files which are stored on a user's computer and hold data relating to a specific website. Cookies are placed on the user's computer by that website and accessed each time a user browses the site.

We use cookies to collect data to help us improve our website by seeing which parts of the site are being used, how users are navigating to each page and what items on each page they prefer to click on.

## This Policy details some of the cookies which Pretlove uses

You can opt-out of certain cookie types by going to your cookie preferences in your browser or device that you are currently using. You may need to change these settings again if you use other browsers or devices to browse the web.

We will make every effort to recognise and respect your choices; however there is a small chance that not all cookies and similar methods of data capture will be covered by these settings. If this is a concern to you then we recommend that you change the settings in your browser. If you wish to restrict or block web browser cookies which are set on your device then you can do this through your browser settings; the Help function within your browser should tell you how. Alternatively, you may wish to visit [www.aboutcookies.org](http://www.aboutcookies.org), which contains comprehensive information on how to do this on a wide variety of desktop browsers.

### 1. Strictly necessary cookies

Some cookies are essential in order to enable you to move around the website and use its features. Without these cookies, we will not be able to connect you to our site properly.

Cookie Name	Description	Persistent or Session
XSRF-TOKEN	This cookie is set by Laravel and is used for security purposes.	2 hours


## 2. Functional cookies

These cookies allow us to understand how people use our website and where they came from, so that we can measure and improve the performance of our website, as well as to remember your preferences.

Cookie Name	Description	Persistent or Session
_gcl_au	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	3 months
_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
pretloves_session	No description	2 hours
TawkConnectionTime	Tawk.to, a live chat functionality, sets this cookie. For improved service, this cookie helps remember users so that previous chats can be linked together.	session

test_cookie	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes
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### 3. Targeting and tracking

These cookies record your visit to the Pretlove websites, app, and the individual pages you visit, the links you follow and the type of device you use. We will use this information to make the Pretlove websites, Apps and the adverts we show you more relevant to your interests.

Cookie Name	Description	Persistent or Session
_gid	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_gtag_UA_222246414_1	Set by Google to distinguish users.	1 minute
_fbp	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months
_gat_UA-222246414-1	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	1 minute
_ga_WBNEZQK129	This cookie is installed by Google Analytics.	2 years

#### 4. Other

twk_idm_key	No description	session
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If you have any queries or require more information on this please email [info@pretlovesbcs.co.uk](mailto:info@pretlovesbcs.co.uk)