



Cookie Policy

We use cookies on our website to enhance your user experience with us. A cookie is a text file which contains information relating to your web journey and behaviour. It is stored in your web browser to enable us to personalise your experience next time you visit our website.

Cookies are extremely useful as they can quicken up the web journey for you and can also allow a website to recognise a user's device.

Listed below, is an outline of the cookies used on our website. If you would like any further information, we recommend visiting the **Information Commissioner's Office website**: <https://ico.org.uk/your-data-matters/online/cookies/>

What is a cookie?

- A "cookie" is a piece of information that is stored on your computer's hard drive and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.
- Cookies are used by nearly all websites and do not harm your system. If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

How do we use cookies?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

Cookies are either:

Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. [We use persistent cookies for Google Analytics.]

Cookies can also be categorised as follows:

Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

Managing your cookies:

You will be able to use the Help menu bar on most browsers to get information on how to block or prevent cookies. This will give you information on how to disable cookies altogether, however it should be noted that this will stop you being able to do simple e-commerce functions on the Black Bull website and we strongly recommend that you leave your cookies enabled, so that we can continue to help evolve websites and your user experience.

Please note that it may be necessary for you to opt out separately from each device you use to access online content.

The website **Your Online Choices:** <http://www.youronlinechoices.com/uk/> also allows you to opt out of some tailored advertising and provides further information about how tailored advertising works.

Opting out of cookies may not necessarily remove all advertising from pages you visit. Rather, it may mean that the ads you see will not reflect your interests.

There is a lot of information available about how cookies work and how to change your browser's cookie preferences, which can be found at the **Information Commissioner's website:** <https://ico.org.uk/your-data-matters/online/cookies/>