



## **Cookie Policy**

This is the cookie policy for Fooditude Ltd. In this document, "we", "our", "our site" or "us" refer to Fooditude Ltd and the website [www.Fooditude.co.uk](http://www.Fooditude.co.uk)

Our company number is 625 77 33 and registered in the United Kingdom.

Our registered office is at Top floor offices, 19 Farncombe Road, Worthing, West Sussex BN11 2AY.

This Cookie policy, set forth below, is aimed to describe the practices we follow to respect the privacy of all visitors to Our Site.

In this policy, personal information means data which relates to an individual and which identifies that individual, either directly or indirectly, such as your name or your contact information.

If you have any questions regarding the processing of your personal information on Our Site, please contact us by sending an email to the following email address: [office@fooditude.co.uk](mailto:office@fooditude.co.uk).

Our Site uses cookies to improve Our Site's performance and to enhance your browsing experience. Certain areas of Our Site also use cookies to understand more about you, so we can offer you a more personalized browsing experience.

### **WHAT IS A COOKIE?**

A cookie is technology that allows Our Site to store tokens of information (an 'identifier') in your browser used only by our site. Cookies are not used to determine the personal identity of anyone who is merely visiting Our Site. They serve to help us track traffic patterns to determine a user's preferred location and language so that we can direct them to the correct country home page when they visit Our Site. Those cookies are set by us and called first party cookies.

On certain pages of our site, cookies are used to help us track your interests while you browse the internet, so we can tailor more relevant advertising to you, and to understand what is important to you.

We also use third party cookies – which are cookies from a domain different than the domain of Our Site – for our advertising and marketing efforts.

## HOW DO YOU DISABLE COOKIES?

However, please be aware that if you do turn off 'cookies' in your browser, you will not be able to fully experience some of Our Sites. For example, you will not be able to benefit from automatic log-on and other personalization features of Our Site.

If you do not want to receive a cookie from Our Site, you have several options, such as opt-out of receiving them or disabling those that would have been installed on the terminal of your terminal. You can make the choice at any time to express and modify your wishes with regard to cookies, by the means described below.

Indeed, if most browsers are set by default and accept the installation of cookies, you have the option, if you wish, to choose to accept all the cookies, or to opt-out of receiving them systematically.

You can also set up your browser to accept or opt-out cookies before they are installed on a case-by-case basis. You can also regularly remove cookies from your terminal via your browser. However, please be aware that if you do turn off 'cookies' in your browser, you will not be able to fully experience some of Our Sites. For example, you will not be able to benefit from automatic log-on and other personalization features of Our Site.

Please note that you should not forget to set up all the browsers of your different terminals (tablets, smartphones, computers...).

For the management of cookies and choices, the means to configure each browser are different. It is described in the Help section of the browser, which will allow you to know how to change your wishes for cookies.

Especially, regarding audience measurement cookies, you can also disable them as follows:

- For more information on the setting of Cookies: [About Cookies](#);
- For "Google Analytics" cookies, you can download the module accessible from the following address to disable These cookies: [Tools Google](#);
- For Internet Explorer™: [Microsoft Support](#);
- For Safari™: [Apple Support](#);
- For Chrome™: [Google Chrome Support](#);
- For Firefox™: [Mozilla Firefox Support](#);
- For Opera™: [Opera Help](#).

## WHAT COOKIES DO WE USE?

More specifically, we use cookies and other tracking technologies for the following purposes:

- Assisting you in navigation;

- Assisting in registration to our events, login, and your ability to provide feedback;
- Analyzing your use of our products, services or applications;
- Measuring site usage (statistics and video player)
- Facilitating the social network sharing;
- Assisting with our promotional and marketing efforts (including behavioral advertising) to deliver content that is more relevant to you and your interests.

The cookies used by Our Site perform four functions, as classified below:

- Essential/Strictly Necessary Cookies;
- Performance Cookies;
- Functional Cookies;
- Targeting and Tracking Cookies.

### **ESSENTIAL/STRICTLY NECESSARY COOKIES**

Some cookies we use are essential to the functioning of Our Site. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site may not work then.

### **PERFORMANCE COOKIES**

Some cookies help us with the performance and design of Our Site. This allows us to measure how many times a page has been visited and to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site.

### **FUNCTIONAL COOKIES**

Some cookies help us to remember your settings which you may have selected, or assist with other functionality when you browse and use Our Site. This helps us to remember what you have selected, so on your return visit we remember your preferences.

These cookies allow the provision of enhance functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these functionalities may not function properly.

### **TARGETING AND TRACKING COOKIES**

These cookies are set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant ads on other

sites. They work by uniquely identifying your browser and device. If you do not allow these cookies, you will not experience our targeted advertising across different websites.

These cookies collect information relating to the origin of your visit, where you were exposed to Fooditude advertising, what advertising feature you saw, whether you arrived directly or indirectly to Our Site, the device you used to visit Our Site and which downloads you performed. This information is collected on an anonymous basis via third party suppliers.

In addition, we also utilize cookies on certain pages of Our Site to communicate with third party data suppliers in order to extrapolate your digital behaviour. This help us to understand and target more relevant advertising in the future. The information we receive is all aggregate and anonymous, but will include statistics such as demographics, online behaviour, product interests and lifestyle. Targeting and tracking cookies are provided via trusted third-party suppliers. Should you require more information regarding our suppliers and how these cookies operate please contact us by sending an email to the following email address: [marketing@fooditude.co.uk](mailto:marketing@fooditude.co.uk).

## **CHANGES TO THIS COOKIE POLICY**

Fooditude may change this Cookie policy statement as needed. If changes to the policy are made, please note that it may take up to 30 business days before new privacy practices are implemented. Check this page periodically if you would like to monitor changes.

## **COMPLAINTS**

If you have a privacy-related complaint against us, you may complete and submit the Request/Complaint Form or make your complaint by email or by letter in accordance with our Complaints/Requests Handling Policy. If you are dissatisfied with our response, you may then seek further recourse by contacting the competent Supervisory Authority or the relevant competent court. You may also contact our lead Supervisory Authority, the ICO (Information Commissioner's Office)

## **CONTACT US**

If you have questions or you do not feel that your concerns have been addressed in this Cookie policy, please contact us by sending an email to the following email address: [office@fooditude.co.uk](mailto:office@fooditude.co.uk).