

## **Cookie Policy**

### **PHYSIO RELIEF UK LTD**

Last updated **August 2022**

PHYSIO RELIEF UK LTD ( 'Physio Relief), uses cookies on our website by using the website or online services you give your consent to the use of cookies.

Our Cookie Policy explains what cookies are and how we use them.

### **What are cookies**

Cookies are small files which transfer to your browser when you visit our website or use our online services. A cookie file is stored in your web browser and it allows us to recognize you and enhance your visit each time.

A "cookie" is technology that allows our website to store tokens of information (an 'identifier') in your browser used only by our site while you are on 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 on the site

Cookies have other uses as well. For example, they are used to provide entry for subscribers or users who have chosen any automatic log-on feature which may be available during registration.

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.

### **How do I disable cookies?**

If you do not want to receive a cookie from our site, you have the option of setting your browser to notify you when you receive a cookie, so that you may determine whether to accept it or not. 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 website facilities. For example, you will not be able to benefit from any automatic log-on facility we may have.

## **What cookies do we use ?**

The cookies used by our website perform the functions, as classified below:

### 1. Essential/strictly necessary cookies

Some cookies we use are essential to the functioning of our site. For example, remembering any log-in details, if used, to log-on to our website.

### 2. Performance Cookies

Some cookies help us with the performance and design of our website. This allows us to measure how many times a page has been visited, whether a page has been visited on our website through an advertisement or by other means.

### 3. Functionality 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 website. This helps us to remember what you have selected, so on your return visit we remember your preferences.

### 4. Targeting and Tracking Cookies

On certain pages of our website, we use cookies to help us understand your interests as you browse the internet, so we can tailor and deliver to you a more personalised service in the future. This can assist us in delivering relevant advertising to you.

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

In addition, we also utilise cookies on certain pages of our site to communicate with third party data suppliers in order to extrapolate your digital behavior. This helps 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 behavior, 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 navigating on our site, you agree that we can place cookies on your computer or device. If you prefer not to receive cookies, then you should no longer use our site or provide us with your preferences by contacting us.