

COOKIE POLICY

We ask that you read this cookie policy carefully as it contains important information on who we are and our use of cookies or similar technologies on our website. This policy should be read together with our [privacy-notice](#) which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities in the event you have a complaint.

WHO WE ARE

This website is operated by Merrils Ede. We are a firm of solicitors based in Cardiff

OUR WEBSITE

This cookie policy relates to your use of our website, www.merrilsede.co.uk. Throughout our website we may link to other websites owned and operated by certain trusted third parties to make additional products and services available to you. These other third-party websites may also use cookies or similar technologies in accordance with their own separate cookie policies. For privacy information relating to these other third-party websites, please consult their cookie policies as appropriate.

COOKIES

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies and other similar tracking technologies such as web beacons, action tags, single-pixel gifs on our website. These help us recognise you and your device and store some information about your preferences or past actions.

For example, we can monitor how many times you visit the website, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the websites below tell you how to remove cookies from your browser. However, some of our website features may not function as a result. For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

OUR USE OF COOKIES

We use cookies and other similar tracking technologies such as web beacons, action tags, single-pixel gifs on this website to:

recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);

obtain information about your preferences and use of our website;

keep track of the items stored in your shopping basket and take you through the checkout process where possible;

carry out research and statistical analysis to help improve our content, products and services and to help us better understand our users' requirements; and

target our marketing and advertising campaigns and those of our partners more effectively by providing interest-based advertisements that are personalised to your interests; and make your online experience more efficient and enjoyable.

TYPES OF COOKIES

The cookies we place on your device fall into the following categories:

Session cookies—these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards

Persistent cookies—these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache

Strictly necessary cookies—these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, the services you have asked for could not be provided

Performance cookies—these cookies collect information about how you use our website, eg which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous, and is only used to improve how our website works

Functionality cookies—these cookies allow our website to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites

Targeting cookies—also known as advertising cookies, these cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our website and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers.

CONSENT TO USE COOKIES

We will ask for your permission (consent) to place cookies or other similar technologies on your device, except where these are essential for us to provide you with a service that you have requested.

HOW TO TURN OFF COOKIES: If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.

HOW TO CONTACT US: Please contact us at , our Data Protection Officer, if you have any questions about this cookie policy or the information we hold about you.

DO YOU NEED EXTRA HELP?

If you would like this notice in another format (for example: audio, large print, braille) please contact us

CHANGES TO THIS POLICY

This policy was published on May 2020 and last updated on May 2020

We may change this policy from time to time, when we do we will inform you via this page on our website which you should check when you visit our site