



## Cookie Disclosure

### Cookies

A cookie is a small information file that is sent to your computer, mobile or other device when you visit a website and it will recognise your device on future visits. These types of files do a number of different jobs such as remembering your preferences and chosen items, assisting you to improve your site experience as well as trying to ensure that the adverts or offers you see online are more relevant to you.

By using this website and agreeing to this policy, you consent to TruffleShuffle Retail LTD's use of cookies in accordance with the terms of this policy.

There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

### **Our Websites Affected by Cookies:**

<http://www.trufflesuffle.com>

<http://www.trufflesuffle.co.uk>

<http://www.trufflesuffle.de>

<http://www.trufflesuffle.fr>

**Disclosure Policy date: 23<sup>rd</sup> March 2016**

**This document remains the property of "TruffleShuffle Retail LTD" and should be returned at their request.**

## Persistent Cookies for Site Analytics and Performance

| Cookie                 | Company   | Use   | Data Collected  | About   |
|------------------------|-----------|---|---|---|
| DoubleClick            | Google    | This cookie is used by Google to report to us about the adverts shown on TruffleShuffle.com. User data is all anonymous.  | <p><b>Anonymous</b> (ad serving domains, browser type, demographics, language settings, page views, time/date)</p> <p><b>Pseudonymous</b> (IP address)</p>  | <p><a href="#">Google Privacy Helper</a><br/> <a href="#">Detailed Description (via Ghostery)</a></p>         |
| AdWords Conversion     | Google    | This cookie is used by Google to report to us how our external Google advertising is performing, and when a sale is made after a user has clicked an advert on Google or its advertising network partners.  | <p><b>Anonymous</b> (browser information, time/date, web requests)</p> <p><b>Pseudonymous</b> (IP address)</p>  | <p><a href="#">Google Privacy Policy</a><br/> <a href="#">Detailed Description (via Ghostery)</a></p>         |
| Analytics              | Google    | We use this to understand how our website is being used in order to improve the user experience. User data is all anonymous.  | <p><b>Anonymous</b> (ad serving domains, browser type, demographics, language settings, page views, time/date)</p> <p><b>Pseudonymous</b> (IP address)</p>  | <p><a href="#">Google Analytics Privacy</a><br/> <a href="#">Detailed Description (via Ghostery)</a></p>      |
| AdCenter               | Microsoft | This cookie is used by Microsoft to report to us how our external Bing advertising is performing, and when a sale is made after a user has clicked an advert on Bing or its advertising network partners.   | <p><b>Anonymous</b> (browser information, time/date, web requests)</p> <p><b>Pseudonymous</b> (IP address)</p>  | <p><a href="#">Microsoft Advertising Privacy</a><br/> <a href="#">Detailed Description (via Ghostery)</a></p> |
| Recommendations Engine | Peerius   | We use Peerius' Recommendations Engine to analyse visitor's product choices and recommend products based on similar user's browsing journeys. With ever growing numbers of products, we hope that this technology will show you the most relevant products. | <p><b>Anonymous</b> (details of visits to our website and the pages and resources that are accessed, including, but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use this website)</p> | <p><a href="#">Peerius Privacy</a><br/> <a href="#">Detailed Description (via Ghostery)</a></p>               |

## Social Buttons

| Plugin                  | Company   | Use   | Data Collected  | About  |
|-------------------------|-----------|---|---|--|
| Facebook Connect        | Facebook  | We use this plugin, which, if logged in to your Facebook account, will display your comments on our products under your Facebook profile. | <b>Anonymous</b> (browser type, location, page views),<br><b>Pseudonymous</b> (IP address, "actions taken")   | <a href="#">Facebook Policy</a><br><a href="#">Detailed Description (via Ghostery)</a>   |
| Facebook Social Plugins | Facebook  | We use the Facebook button on our website to allow you to share specific product pages with your Facebook friends.                        | <b>Anonymous</b> (browser type, location, page views),<br><b>Pseudonymous</b> (IP address, "actions taken")   | <a href="#">Facebook Policy</a><br><a href="#">Detailed Description (via Ghostery)</a>   |
| Google +1 Button        | Google    | We use the Google +1 button on our website to allow you to share specific product pages with your Google+ friends.                        | <b>Anonymous</b> (browser information, time/date, web requests)<br><b>Pseudonymous</b> (IP address)   | <a href="#">Google Privacy</a><br><a href="#">Detailed Description (via Ghostery)</a>    |
| Pinterest Button        | Pinterest | We use the Pinterest button on our website to allow you to pin our products to one of your Pinterest pinboards                            | <b>Anonymous</b> (browser, page views, date/time, interaction data)   | <a href="#">Pinterest Privacy</a><br><a href="#">Detailed Description (via Ghostery)</a> |
| Twitter Button          | Twitter   | We use the Twitter button on our website to allow you to easily generate tweets with links to your favourite products on our website.     | <b>Anonymous</b> (ad clicks, browser type, mobile carrier, page views, referring URLs, time/date)<br><b>Pseudonymous</b> (IP address, search queries, "tweets") | <a href="#">Twitter Privacy</a><br><a href="#">Detailed Description (via Ghostery)</a>   |

## **Google Cookies**

TruffleShuffle Retail LTD uses Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store and use this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

TruffleShuffle Retail LTD publishes Google AdSense interest-based advertisements on this website. These are tailored by Google to reflect your interests. To determine your interests, Google will track your behaviour across the web using cookies. You can view, delete or add interest categories associated with your browser using Google's Ads Preference Manager, available at: <http://www.google.com/ads/preferences/>.

You can opt-out of the AdSense partner network cookie at: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html). However, this opt-out mechanism uses a cookie, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you should use the Google browser plug-in available at: <http://www.google.com/ads/preferences/plugin>.

## **Refusing cookies**

Most browsers allow you to refuse to accept cookies.

In Internet Explorer, you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector.

In Firefox, you can adjust your cookies settings by clicking "Tools", "Options" and "Privacy".

Blocking cookies will have a negative impact upon the usability of some websites.