

BU078	Cookie & Privacy Policy		
Created Date:	19-04-23	Approved By:	Katie Gedge
Last Reviewed:	19-04-23	Revision:	REV 001

Cookies & Privacy Policy

This website is owned and operated by Signwaves Limited ("Signwaves", "our", "we" or "us"). Signwaves is the controller of all personal information collected on this website.

Signwaves believe in protecting the privacy of all website users ("you", "yours") and this notice sets out how we use your personal data.

By registering for an account or signing-up to receive email marketing on this site, you consent to the collection, use and transfer of your personal information under the terms of this privacy policy.

Cookies

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving your experience.

Some cookies help us improve our website, by telling us how visitors find and use it. These cookies in no way give us access to your computer or any information about you, other than what you choose to share with us (for example, by registering on the website or signing up for our email marketing).

The following websites contain useful information about cookies, including how to allow, block, delete and manage them: www.allaboutcookies.org and www.aboutcookies.org. You may also find the [ICC UK Cookie Guide](#) useful.

Our cookies and similar technologies

Please note, this is not a definitive list and can change at any time.

First Party Cookies – set by Signwaves

Name / Content	Description
ASP.NET_SessionId (expires when browser is closed)	Category 1 – essential cookie. This cookie is set by our site when you visit for the first time and enables you to move around the site and use its features (e.g. logging in).

_zclid (expires in 1 year)	Category 1 – essential cookie. This cookie is set by our site when you are using the features available when logged in (e.g. accessing resources, or adding a product to your basket).
_utma (expires in 2 years)	<p>Category 2 – performance cookies (Google Analytics).</p> <p>Like almost all websites, we use Google Analytics to help us improve the performance and content of our site. For example, these cookies tell us how many people have visited the site, what they enjoy looking at and how they found us.</p> <p>All information collected is completely anonymous and can in no way be used to identify individuals.</p> <p>For more information about these cookies, click here. For more information about opting out of all Google Analytic cookies, click here. You can also read Google's Privacy Policy.</p>
_utmb (expires in 30 minutes)	
_utmz (expires when browser is closed)	
_utmz (expires in 6 months)	
_ga (expires in 2 years)	
_gat_UA-25811250-3 (expires in 2 years)	
_gat_gtag_UA_25811250_3 (expires in 2 years)	
_gid (expires in 24 hours)	

Third Party Cookies – not set by Signwaves

Name / Content	Description
yt-remote-device-id (doesn't expire)	<p>These cookies are set by YouTube when you play a video on our site. They register data to store</p> <p><i>Please note: if you choose to block/delete these cookies, you will still be able to play all videos on our site.</i></p> <p>Further information about YouTube's privacy policy can be found here.</p>
yt.innertube::requests (doesn't expire)	
yt-remote-connected-devices (doesn't expire)	
yt.innertube::nextId (doesn't expire)	
VISITOR_INFO1_LIVE (expires in 8 months)	
CONSENT (expires in 2 years)	
YSC (expires when browser is closed)	

external_referer (expires in 24 hours)	These cookies are set by Twitter when you have clicked one of our Twitter sharing icons. We cannot use these cookies to identify you personally but Twitter uses them to determine whether you are logged in or not, and on what account (Signwaves cannot access these details). For more information about Twitter's Privacy Policy, click here .
_twitter_sess (expires when browser is closed)	
guest_id (expires in 2 years)	
leo_auth_token (expires in 24 hours)	These cookies are set by LinkedIn when you have clicked one of our Twitter sharing icons. We cannot use these cookies to identify you personally but LinkedIn uses them to determine whether you are logged in or not, on what account and what language their site should be displayed in (Signwaves cannot access these details). For more information about LinkedIn's Cookies Policy, click here .
JSESSIONID (expires when browser is closed)	
visit (expires in 24 hours)	
lang (expires when browser is closed)	
L1I (expires when browser is closed)	
bcookie (expires in 24 hours)	
X-LI-IDC (expires when browser is closed)	
bscookie (expires in 24 hours)	
_qca (expires in 18 months)	
L1e (expires when browser is closed)	
mc (expires in 18 months)	
RT (expires in 24 hours)	
recently_compared_product_previous (expires in 60 minutes)	
recently_compared_product (expires in 60 minutes)	
recently_viewed_product_previous (expires in 60 minutes)	
recently_viewed_product (expires in 60 minutes)	
mage-messages (expires in 60 minutes)	

product_data_storage (expires in 60 minutes)	For more information about Magento's Cookie Policy, click here .
mage-cache-sessid (expires in 60 minutes)	
form_key (expires in 24 hours)	
mage-cache-storage (expires in 60 minutes)	
mage-cache-storage-section-invalidation (expires in 60 minutes)	
_cf_bm (expires in 30 minutes)	Cloudflare uses this cookie to support Cloudflare Bot Management. For more information about Cloudflare's Cookie Policy, click here .
AWSALBCORS (expires in 7 days)	Amazon Web Services set this cookie for load balancing.
PHPSESSID (expires when browser is closed)	This cookie is native to PHP applications. The cookie stores and identifies a user's unique session ID to manage user sessions on the website.
_zlcmid (expires in 1 year)	Zopim (our live chat provider) uses this cookie to store a unique user ID, but we cannot identify you from this. For more information about the Zopim/Zendesk Cookie Policy, click here .
_gcl_au (expires in 3 months)	Google Tag Manager uses this cookie to check efficiency of advertising on websites using their services. We cannot identify you, or the adverts you have clicked on from this cookie. For more information about Google Tag Manager's Cookie Policy, click here .
hello_retail_id (expires in 1 year)	These cookies are set by Hello Retail and gather information about the pages you visit so we can improve our website, providing relevant products through the search function and suggest accurate product choices to you. For more information about the Hello Retail cookie Policy, click here .

Email Newsletter – we use the following in our email newsletters:

Name / Content	Description
<p>Web beacon or clear gif</p> <p>A small, clear image embedded within email content</p>	<p>This is a blank image embedded into the email with the visible content and images. It lets us know how many people have opened the email so we can measure the success of our newsletters.</p> <p>Our email marketing system will only let us know whether you have opened the email if you have images enabled, or if you have clicked on a link in the email.</p> <p>This will not set or save anything to your device. We use collective open and click rates to improve the content and relevance of our email newsletters.</p>

Privacy Policy
Personal Information

What personal information do we collect from you?

We collect personal information such as name, address and email address that you provide voluntarily when filling in appropriate sections of our website. For example: when you complete our online account registration form, request details of our products and services or sign-up to receive our email marketing, you provide us with personal information which we then hold and use for the purposes set out in the next section.

Use of your personal information

Our main aim in collecting your personal information is to provide you with a customised service.

Providing us with your personal information allows us to contact you and respond to any questions and needs that you may have. We use your personal information so that we can carry out your requests.

We may also use aggregate personal information and statistics for the purposes of monitoring website usage in order to help us develop and improve our website and may provide such information to third parties. These statistics will not include any data that can be used to identify any individual.

If, at some time in the future, we wish to use your personal data in ways other than those set out in this privacy notice, then we will notify you about this and seek your permission to do so.

Sharing of personal information

We may share personal information with selected companies, but will only do so in accordance with this privacy policy and all privacy and communications legislation.

Those selected companies are partners, agencies or suppliers with whom we work to most effectively fulfil orders, provide technical assistance and support.



All selected companies may have access to personal information if needed to perform such functions, but will only be permitted by us to use such personal information for the purpose of performing that function (which may include one to which you have expressly given your consent) and not for any other purpose.

We do not currently envisage transferring personal information outside of the European Economic Area, but in the unlikely event we should wish to do so in future, we will only do so to the extent that it is permitted under all privacy and communications legislation applicable within England and Ireland. Of course, if we need your specific and express consent to do this, we will obtain it before transferring any personal information.

In all cases, any use of your personal information by Signwaves which has been instigated by us, will comply with this privacy policy.

We reserve the right to use or disclose any personal information as needed to satisfy any law, regulation or legal request, to protect the integrity of the site, to fulfil your requests, or to cooperate in any law enforcement or regulatory investigation. Save for this, we do not sell, transfer or disclose personal information we have collected from you in connection with our web site activities, to third parties outside Signwaves.

We make every effort only to tie-in with reputable companies which have a similar high regard for your privacy and who will only use your information to complete your contract with us.

If, in the future, a third party acquires Signwaves or substantially all of its assets (whether by merger, acquisition, reorganisation or otherwise), customer data, including personal information, may well be one of the transferred assets.

Consent for Marketing Communications

Occasionally, with your permission and depending on the purpose for and context in which you gave that permission, we will send marketing information and news to you by e-mail or post, for example, relating to new products, special offers, competitions and promotions. In every case, if you do not elect to receive such communications or if you elect to discontinue receiving them, then we will not send or will cease sending them to you.

You are able to update your marketing communications at any time by either contacting Signwaves via telephone, 01493 419300, emailing us on enquiries@signawaves.co.uk, or logging onto your online account if you have one.

Protection of your personal information and retention

The internet is not a secure medium and Signwaves cannot absolutely guarantee the security of your personal information provided over the internet. However, we have put in place various security measures as set out below.



The Signwaves website and associated databases are protected by certified firewalls in order to protect your personal information from access by unauthorised persons and against unlawful processing. The website uses the latest technology with full backups. Password protection is provided for all users of this website. All outgoing and incoming emails are scanned for viruses.

We also keep your personal information confidential. We will retain your personal information for a reasonable period or as long as the law requires.

Accessing and updating

You are entitled to see the personal information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us by using the methods listed below.

If at any time, you would like to correct the personal information we have about you or if you would like to change your preferences for contacts from us, you can let us know by contacting us by using the methods listed below.

Changes to our privacy policy

From time to time, it may be necessary for us to change this privacy policy, so we suggest that you check here periodically.

Links

This website may contain links to other websites. Please note that we are not responsible for the privacy policies of such websites and we advise you to read the privacy policies of each website you visit which collects personal data.

Questions or complaints

We reiterate that by submitting your personal information to us, you consent to the use of that personal information as set out in this privacy policy. If you have any questions, concerns, comments or complaints about this privacy policy and/or our collection or use of personal information, then please contact us on enquiries@signwaves.co.uk or telephone 01493 419300.