

# KEYISHOES

## GDPR Cookie Policy

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KEYISHOES takes its obligations concerning data protection seriously. We are providing this notice, so you have information about how we collect and process your personal data on our website. We ask you to please read this Cookie Policy as it has important information you need to know.

#### Cookie Policy

We use cookies on this website. A cookie is a text file sent by a web server to a web browser and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both 'session' cookies and 'persistent' cookies on the website. We will use the session cookies to keep track of you whilst you navigate the website. We will use the persistent cookies to enable our website to recognise you when you revisit.

Session cookies will normally be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We may send a cookie, which may be stored on by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you. Our advertisers may also send you cookies.

Most browsers allow you to refuse to accept cookies. (For example, in Internet Explorer you can refuse all cookies by clicking 'Tools', 'Internet Options', 'Privacy', and selecting 'Block all cookies' using the sliding selector.) However, this will have a negative impact upon the usability of many websites, including this one.

We use 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 this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>

## **Security of your Personal Data**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure servers. All electronic transactions you make to or receive from us will be encrypted using SSL technology.

Of course, data transmission over the Internet is inherently insecure, and we cannot guarantee the security of data sent over the Internet.

## **Policy Amendments**

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

We may also notify you of changes to our cookie policy by email.

## **Your Rights**

You may instruct us to provide you with any personal information we hold about you.

You may instruct us not to process your personal data for marketing purposes by email (enquiries@keyishoes.co.uk) at any time. In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to remove the use of your personal data for marketing purposes.

## **Third Party Websites**

The website contains links to other websites. We are not responsible for the cookie policies or practices of third party websites. You need to refer to the Cookie Policy of the website.

## **Remarketing**

We use Google AdWords, Facebook, Twitter, Instagram and LinkedIn remarketing to enable us to deliver targeted adverts across 3rd party web and social media channels. The cookies used do not in any way identify you, your personal information or give us any access to your computer. This allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

More information is available via the links below:

Google <https://www.google.com/policies/technologies/ads/>

Facebook <https://www.facebook.com/business/help/651294705016616>

Twitter <https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html>

LinkedIn <https://business.linkedin.com/marketing-solutions/cx/17/06/advertise-on-linkedin>