

Privacy and Information on cookies

What are cookies?

Cookies are text files containing small amounts of information stored on your computer or mobile device when you visit certain web pages. The cookies we use are "analytical" cookies, which allow us to recognize and count the number of visitors to the website and to see how they move around the site. This information helps us to continue to improve user experience and therefore improve our site, for example, by ensuring that visitors are finding what they are looking for easily.

Please note that cookies will not harm your computer. We don't store personally identifiable information such as credit card details in cookies we create, but we do use encrypted information gathered from them to help improve your experience of the site.

We're giving you this information as part of our initiative to comply with recent legislation, and to make sure we're honest and clear about your privacy when using our website. To experience our full website functionality you will need to accept cookies.

If you don't wish to enable cookies, you'll still be able to browse the site and use it for research purposes.

Our cookies policy

To make full use of the site, your computer, tablet or mobile phone will need to accept cookies, as we can only provide you with certain personalised features of this website by using them. However, if you'd prefer to restrict, block or delete cookies from the site, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

Flash cookies (or Local Shared Objects)

This cookie is used for video content using Adobe Flash Player. Adobe uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a user. Flash cookies are stored on your device in much the same way as usual cookies, but they're managed differently by your browser.

If you wish to disable or delete a Flash cookie, see [Adobe Flashplayer Security Settings](#) (opens in a new window). Please bear in mind though, that if you disable Flash cookies for the site you'll be unable to access certain types of content on the site, such as videos.

Website 'share' tools

If you take the opportunity to 'share' the site content with friends through social networks – such as Facebook and Twitter - you may be sent cookies from these websites. We don't control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

Further information about cookies

The main types and purposes of generic cookies are provided below:

	Cookie purpose
[AdTrack, Affiliate, TD cookies	These cookies show how you found a website and which website you came from. This helps websites know which online marketing channels is most effective. They also allow rewards for some external websites for directing you to the website.
AJAXA cookie	This determines if your web browser supports some of the features of a specific checkout that make checkout quicker and easier to complete.
ASP.NET_SessionId cookie	This cookie allows web servers to respond to your actions on a website such as "Add to basket" or browsing the website. The website wouldn't work for you without it.
BasketXML and CookieID cookies	The items that are in your shopping basket on a website are stored in this cookie. Your shopping basket wouldn't work without it.
comparisonArea cookie	This cookie enables the use of the "Comparison" tool on a website, and is used to remember which products you've selected to compare.
Eid cookie	This cookie helps a website recognise you so they can display a welcome message, and provides security when you're using the website around whether you're logged in or not.
fromAd cookie	This is used to determine if you arrived at the site by clicking on an advertising link, and allows rewards for some external websites for directing visitors to the website.
JSE	This cookie remembers if you have JavaScript enabled on your web browser. Without it the website can't do things like display videos, so this content is hidden if JavaScript is disabled.
_pk_id.13.a24b, _pk_ref.13.a24b, identitytoken cookies	These cookies are used to allow a "Frequently Asked

Questions" service. This provides you with a better level of service by helping to answer the most popular questions.

_q_country cookie

This cookie is used to serve specific feedback for collection in specific languages.

rrSessionId, m, n, uc cookies

These cookies are used to make recommendations of products that might be of interest to you, based on what you and other visitors have viewed on the site.

RVI cookie

These cookies store products you have viewed.

_utma, _utmz

These cookies enable the function of Google Analytics. Software. This software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and shopping times. That information helps us to improve the website and your website experience, and to make our marketing campaigns relevant.

The data stored by these cookies can be seen only by relevant web teams and never shows any confidential information.

If you'd like to learn more about cookies in general and how to manage them, visit aboutcookies.org (opens in a new window - please note that we can't be responsible for the content of external websites).

Third party cookies

When you visit a site you may notice some cookies that aren't related to the site. If you go on to a web page that contains embedded content, for example from YouTube, you may be sent cookies from these websites. We don't control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

To enable cookies

If you're not sure of the type and version of web browser you use to access the Internet:

For PCs: click on 'Help' at the top of your browser window and select the 'About' option

For Macs: with the browser window open, click on the Apple menu and select the 'About' option

Below is a list of browser 'Help' sections where you can read more about managing your cookies:

Internet Explorer

<http://support.microsoft.com/kb/196955>

Firefox

<http://support.mozilla.org/en-US/kb/Cookies>

Google Chrome

<http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>

Opera

<http://www.opera.com/browser/tutorials/security/privacy/>

Safari

<http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html>

Safari iOS

<http://support.apple.com/kb/HT1677>

Android

<http://support.google.com/mobile/bin/answer.py?hl=en&answer=169022>

Blackberry

http://docs.blackberry.com/en/smartphone_users/deliverables/32004/Turn_off_cookies_in_the_browser_60_1072866_11.jsp

Windows Phone

<http://www.microsoft.com/windowsphone/en-us/howto/wp7/web/changing-privacy-and-other-browser-settings.aspx>

Your privacy

You may wish to [visit this website](#) to learn more about the cookies on your device set by other companies, and opt out of them if you wish. (Opens in a new window - please note that we can't be responsible for the content of external websites.)