Cookie policy for AmSafe Bridport

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. We use different types of cookies for different reasons detailed below.

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Analytical/performance cookies (NON-ESSENTIAL).** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Targeting cookies (NON-ESSENTIAL).** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Cookies may be set by other websites. Once you leave these websites the cookies may remain on your computer and are then considered 3rd party cookies. We do not control the settings of these cookies and recommend you check the third-party websites for more information about what they do and how to manage them. By default, most internet browsers accept all cookies but these can be disabled or deleted at any time in your internet browser settings. Most internet browsers also allow you to choose whether you wish to disable all cookies or third party cookies only. Be aware that if you delete cookies you may lose information that enables you to access a website more quickly and efficiently including, but not limited to, personalisation settings. For further details, please consult the help menu in your internet browser.

We have carefully chosen the Cookies we use on our website and taken steps to ensure that your privacy and security is protected and respected at all times. You can see more details about the NON-ESSENTIAL cookies that we use, the purposes for which we use them and how to opt out of these specifically in the table below.

Cookies Publisher	Purpose
Google analytics	Google Analytics is a tool that helps us understand how visitors engage with our website. Using a set of cookies it collects information and reports website usage statistics to us. We use Google analytics cookies to help us:

	- Distinguish between our visitors - Understand how visitors find and use our website, and if and when they return - Learn more about our customers so that we can continue to improve the products and services we offer through our website to meet their needs. - Determine which content is most interesting to our customers and make it easier to find - More effectively advertise and promote our products and services on our website as well as elsewhere online - Optimise your user experience, regulate network traffic and limit bandwidth congestion Google Analytics provides more information about the cookies it uses here: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en You can disable Google Analytics cookies here: http://tools.google.com/dlpage/gaoptout