

British PrintCo - Cookie Policy

1. Introduction

1.1 Our website uses cookies to enhance your experience.

1.2 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with its terms.

2. About Cookies

2.1 A cookie is a small file containing an identifier (letters and numbers) sent by a web server to your browser.

2.2 Cookies can be "persistent" (stored until expiry or deletion) or "session" (expire when the browser is closed).

2.3 Cookies do not typically contain personal information, but the data we store may be linked to the information stored in cookies.

2.4 Cookies help websites identify and track users as they navigate different pages and return to the site.

3. Our Use of Cookies

3.1 We use both session and persistent cookies on our website.

3.2 The cookies are used for the following purposes:

- (a) Recognizing your computer when you visit the website.
- (b) Tracking your navigation to improve user experience.

4. Analytics Cookies

4.1 We use **Google Analytics** to monitor website traffic.

4.2 Google Analytics uses cookies to generate statistical data about website usage.

4.3 The analytics cookies used include: `_ga`, `_gat`, `__utma`, `__utmt`, `__utmb`, `__utmc`, `__utmz`, `__utmv`.

4.4 This data helps us improve our website. Google's privacy policy is available at: <http://www.google.com/policies/privacy/>.

5. Blocking Cookies

5.1 Most browsers allow you to block cookies. For example:

- (a) In **Internet Explorer**, use the "Tools" > "Internet Options" > "Privacy" settings.
- (b) In **Firefox**, go to "Tools" > "Options" > "Privacy", and select "Custom settings for history."
- (c) In **Chrome**, go to "Settings" > "Advanced" > "Content settings" and block cookies.

5.2 Blocking cookies may negatively affect your experience on our website.

6. Deleting Cookies

6.1 You can delete cookies already stored on your computer. For example:

- (a) In **Internet Explorer**, manually delete cookie files.
- (b) In **Firefox**, go to "Tools" > "Options" > "Privacy" > "Show Cookies" > "Remove All Cookies."
- (c) In **Chrome**, go to "Settings" > "Advanced" > "Clear browsing data" > "Cookies and other site data."

6.2 Deleting cookies may impact the usability of our website.