



# Website Cookie Notice

## 1. Introduction

This Cookie Notice explains how Gemma Lighting Limited ("Company", "we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our websites at <https://www.gemmalighting.com>, ("Websites").

It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

By using our website, you agree to the use of cookies as described in this notice.

## 2. What Are Cookies?

Cookies are small data files that are placed on your device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Gemma Lighting) are called "first party cookies".

Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

## 3. Types Of Cookies?

**Essential Cookies:** These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences or filling in forms.

**Performance Cookies:** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site.

**Functional Cookies:** These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages.

**Targeting Cookies:** These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

**Session Cookies:** Session cookies, also known as 'temporary cookies', help websites recognise users and the information provided when they navigate through a website. Session cookies only

retain information about a user's activities for as long as they are on the website. Once the web browser is closed, the cookies are deleted. These are commonly used on shopping websites or e-commerce websites.

**Permanent Cookies:** Permanent cookies, also known as 'persistent cookies', remain in operation even after the web browser has closed. For example, they can remember login details and passwords so web users don't need to re-enter them every time they use a site. The law states that permanent cookies must be deleted after 12 months.

**First-party Cookies:** First-party cookies are installed directly by the website (ie domain) the user is visiting (ie the URL shown in the browser's address bar). These cookies enable website owners to collect analytics data, remember language settings, and perform other useful functions that provide a good user experience.

**Third-party Cookies:** Third-party cookies are installed by third parties with the aim of collecting certain information from web users to carry out research into, for example, behaviour, demographics or spending habits. They are commonly used by advertisers who want to ensure that products and services are marketed towards the right target audience.

**Flash Cookies:** Flash cookies, also known as 'super cookies', are independent of the web browser. They are designed to be permanently stored on a user's computer. These types of cookies remain on a user's device even after all cookies have been deleted from their web browser.

**Zombie Cookies:** Zombie cookies are a type of flash cookie that is automatically re-created after a user has deleted them. This means they are difficult to detect or manage. They are often used in online games to prevent users from cheating but have also been used to install malicious software onto a user's device.

#### 4. What Cookies Does Gemma Lighting Use?

Essential Cookies	
Cookie Name	Cookie Description
__tlbcpv	Used to record unique visitor views of the consent banner.
Performance Cookies	
_ga	It records a particular ID used to come up with data about website usage by the user. It is a HTTP cookie that expires after 2 years.
__utmt	Used to monitor number of Google Analytics server requests.
__utmz	Contains information about the traffic source or campaign that directed user to the website. The cookie is set when the GA.js javascript is loaded and updated when data is sent to the Google Analytics server.
__utmb	Used to distinguish new sessions and visits. This cookie is set when the GA.js javascript library is loaded and there is no existing __utmb cookie. The cookie is updated every time data is sent to the Google Analytics server.

_gat#	Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.
__utmc	Used only with old Urchin versions of Google Analytics and not with GA.js. Was used to distinguish between new sessions and visits at the end of a session.
_gid	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.
__utma	ID used to identify users and sessions.
#collect	Sends data such as visitor's behavior and device to Google Analytics. It is able to keep track of the visitor across marketing channels and devices. It is a pixel tracker type cookie whose activity lasts within the browsing session.
#__utm.gif	Logs the details about the visitor's computer and browser using Google Analytics Tracking Code. The cookie is a pixel tracker type and is only active during the browsing session.
<b>Targeting Cookies</b>	
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
IDE	Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years.
<b>Session Cookies</b>	
test_cookie	A session cookie used to check if the user's browser supports cookies.

## 5. Why Do We Use Cookies?

We use cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our online properties. Third parties serve cookies through our website for advertising, analytics and other purposes. This is described above.

## 6. How Can I Control Cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent

Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

## 7. What About Other Tracking Technologies?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail including them.

This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

## 8. Do You Serve Targeted Advertising?

No, Gemma Lighting Ltd does not serve third-party advertising on our website.


## 9. Changes To This Cookie Notice

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

## 10. Contact Us

If you have any questions about our use of cookies or other technologies, please email us at [marketing@gemmalighting.com](mailto:marketing@gemmalighting.com) or by post to Gemma Lighting Ltd, Unit 3, Marshlands Spur, Farlington, Portsmouth, Hampshire, UK, PO6 1RX.

Name: Craig Manuel

Signature: 

Position: Managing Director

Date: 15/10/24