# Cookie Notice

**LOADHOG**
RETURNABLE PACKAGING

## WHAT ARE COOKIES

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows us or a third-party to recognize you and make your next visit easier and the website more useful to you.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, for the period specified n the cookie, while session cookies are deleted as soon as you close your web browser.

## HOW LOADHOG USES COOKIES

The law states that we can store cookies on your device if they are strictly necessary for the operation of this website. For all other types of cookies we need your permission.

We use cookies for the following purposes:

- To enable certain functions of the Website
- To provide analytics

We use both session and persistent cookies on our website and we use different types of cookies to run the Service:

- Essential cookies. We may use cookies to remember information that changes the way our website behaves or looks, such as a user's language preference on our website.
- Analytics cookies. We may use analytics cookies to track information about how our website is used so that we can make improvements. We may also use analytics cookies to test new advertisements, pages, features or new functionality of our website to see how our users react to them.

## THIRD-PARTY COOKIES

In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of our website, deliver advertisements on and through our website, and so on.

## WHAT ARE YOUR CHOICES REGARDING COOKIES?

We only use non-essential cookies after gaining consent.

You can instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

- For the Chrome web browser, please visit this page from Google:

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- For the Internet Explorer web browser, <u>please visit this page from Microsoft:</u>
- For the Firefox web browser, <u>please visit this page from Mozilla:</u>
- For the Safari web browser, <u>please visit this page from Apple:</u>
- For any other web browser, please visit your web browser's official web pages.

## WHAT COOKIES DO WE USE

### NECESARY

| Name | Provider | Purpose | Expiry |
|------|----------|---------|--------|
| rc::a | google.com | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | Persistent |
| rc::b | google.com | This cookie is used to distinguish between humans and bots. | Session |
| **rc::c** | google.com | This cookie is used to distinguish between humans and bots. | Session |

### ANALYTICS

| Name | Provider | Purpose | Expiry |
|------|----------|---------|--------|
| _utm.gif | google-analytics.com | Google Analytics Tracking Code that logs details about the visitor's browser and computer. | Session |
| _utma | loadhog.com | Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics. | 2 Years |
| _utmb | loadhog.com | Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytic s to calculate the duration of a website visit. | 1 Day |
| _utmc | loadhog.com | Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit. | Session |
| _utmt | loadhog.com | Used to throttle the speed of requests to the server. | 1 Day |
| _utmz | loadhog.com | Collects data on where the user came from, what search engine was used, what link k was clicked and what search term was used. Used by Google Analytics. | 6 Months |
| _hjid | loadhog.com | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 1 Year |
| _pk_id# | loadhog.com | Collects statistics on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 1 Year |
| _pk_ses# | loadhog.com | Used by Piwik Analytics Platform to track page requests from the visitor during the session. | 1 Day |

### MARKETING

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| Name | Provider | Purpose | Expiry |
|------|----------|---------|--------|
| _hjIncluded InSample | loadhog.com | Determines if the user's navigation should be registered in a certain statistical place holder. | Session |
| ads/ga-audiences | google.com | Used by Google Ad Words to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | Session |
| NID | google.com | Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. | 6 Days |