

# brandarchitekts

## Brand Architekts Group PLC

### Cookie Policy

#### Who we are

In this Cookie Policy:

- “we”, “us” or “our” means Brand Architekts Group PLC, a company registered in England and Wales under company registration number 01975376. Our registered office is at 8 Waldegrave Road, London, TW11 8HT; and
- “you” or “your” means the person using our website <https://www.brandarchitektsplc.com/>, (our “Website”) to view or buy products from us.

#### About our Website and cookies used

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 Website.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. For further information on cookies generally, including how to control and manage them, visit the [guidance on cookies](#) published by the UK Information Commissioner's Office.

#### Consent to use cookies

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested (e.g. to enable you to put items in your shopping basket and use our check-out process).

You can withdraw any consent to the use of cookies or manage any other cookie preferences by disabling cookies within your browser settings.

#### Our use of cookies

We use the following cookies:

- **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.
- **Analytical or performance cookies.** These 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.
- **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).
- **Targeting cookies.** 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.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

<b>Cookie Title</b> <b>Cookie Name</b>	<b>Purpose</b>	<b>More information</b>
<b>Google Analytics</b> _ga, _gid, __gat_UA- 92960357-1	Google Analytics is a web analytics service that allows us to see and understand customer behaviours on our Website and allows us to improve their experience.	
<b>Teads</b> tfpai	Teads is an advertising manager platform that provides relevant and high-quality advertisements to users of our Website.	<a href="https://www.teads.com">https://www.teads.com</a>

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third parties include, but are not limited to: YouTube, Twitter, Facebook, SoundCloud, Instagram, Pinterest and Vimeo.

Where we embed content from social media and other third party websites, some websites may use Google Analytics to collect data about user behaviour for their own purposes. This data collection is not controlled by us. Please visit Google webpage for more information.

To deactivate the use of third party advertising cookies, you may manage the use of these types of cookies in your browser settings. We shall not be liable in respect of third party compliance with applicable laws regarding their use of cookies, over which we have no control.

You can choose which analytical, functionality and targeting cookies we can set by managing your browser settings and selecting "OFF" to disenable certain cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our Website.

### **Contact us**

If you have any questions or comments about this Cookie Policy, please contact:

Data Manager, Brand Architekts Group PLC, 8 Waldegrave Road, London, TW11 8HT

E-mail: [sales@brandarchitekts.com](mailto:sales@brandarchitekts.com)