

## INFORMATION ON HOW WE USE COOKIES

### ON OUR WEBSITE

Cookies are small text files that are stored on your computer, phone or other web enabled device when you visit our website [www.howetools.co.uk](http://www.howetools.co.uk) (our website). They are not harmful and do not contain any confidential information such as your home address, date of birth or credit card details.

Cookies are an essential part of how our website works. Some of these cookies are required by our website to enable you to transact whilst other cookies enable us to give you an enhanced, personalised web experience.

By using our website, you also consent to the use of these cookies. Here is a list of cookies used on our website:

| Cookie name           | Cookie purpose   |
|-----------------------|--|
| frontend              | To enhance the customer experience on our website through recognising a user's session during website usage. For example, these cookies enable users to keep track of items they have added to their cart and of recently viewed products on our website. They do not contain any personal data. |
| IR_*                  | Affiliate companies may direct customers to our website. These cookies are used by our affiliate companies to trace whether they were responsible for getting you to our website, or whether you reached us by other means.  |
| _gat, _gid, _ga       | These cookies are used by Google Analytics, primarily to distinguish between users visiting our website.   |
| _atuvc, _atuvs        | These cookies are used by a social sharing tool named AddThis. It enables visitors to share product pages, via email and social media for example.   |
| *CACHE*               | These cookie are used by our website's e-Commerce system to enhance the operating speed of our website.  |
| am_promo_notification | If we provide customers with promotional codes to use with their order, this cookie is used to keep track of them.   |

The information stored in cookies on our website is safe and anonymous. These cookies do not contain any information which could personally identify you and your account security is never compromised. For information on how to disable cookies, please consult the "help" tab of your browser via the menu bar.

## **IN EMAIL COMMUNICATION**

If you have opted-in to email communication from us, our third party marketing platform provider uses cookies in the emails we send you. These cookies can recognise when you have opened an email, or clicked on certain links. This information is used by us to assess the effectiveness of the emails we send to you.