

Our site uses "cookies" and other tracking technologies which help us to improve our sites and to deliver a better, and more personalised, service.

1. WHAT IS A COOKIE?

- 1.1. Cookies are small text files that are sent by a website to a web browser, and stored by the browser. This enables the website to identify and track the web browser. Cookies can, among other functions, enable a website to recognise a device each time it visits, remember user preferences and recommend content.
- 1.2. Cookies in themselves do not identify the individual user, but rather the computer used. However, some cookies will contain personal information such as a username.
- 1.3. We may use both session cookies and persistent cookies on the sites.
 - 1.3.1. Session cookies will be used to keep track of you whilst you navigate the website. Session cookies will be deleted from your computer when you close your browser.
 - 1.3.2. Persistent cookies will be used to enable our website to recognise you when you visit. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

2. WHAT SORT OF COOKIES ARE THERE?

There are four general categories of cookies:

2.1. Essential cookies

These cookies are essential to enable you to move around the sites and provide services that users ask for. For example, [we have a cookie that recognises the region you are in thereby allowing us to tailor the website accordingly].

Essential cookies do not gather any information that could be used for marketing purposes. These cookies do not retain information beyond the end of your visit.

2.2. Performance cookies

These cookies collect information about how visitors use a website. For example, [we use affiliate tracking, ad conversion tracking and analytics tracking cookies].

All information that these cookies collect is aggregated and therefore cannot identify any visitor. The information is only used to improve how a website works.

2.3. Functionality cookies

These cookies allow a website to remember choices that a user makes and provide enhanced, more personal features. For example, [one of our cookies enables you to stay signed into the website and recognises you when you arrive].

The information these cookies collect may be anonymised and they cannot track browsing activity on other websites. All cookie lengths 30 days, affiliate tracking, ad conversion tracking, analytics tracking,



2.4. Behaviourally targeted advertising cookies

These cookies are used to deliver adverts more relevant to users and their interests. They are also used to limit the number of times an advert is displayed and help measure the effectiveness of an advertising campaign.

They remember that users have visited a website and the information is often shared with other organisations, such as advertisers.

3. WHAT COOKIES DO WE USE?

Google Analytics (__utma, __utmb, __utmc, __utmz) Functionality, Performance This cookie is used by Google to collect anonymous usage information that we can access for internal reporting and metrics measurement. For more information visit [Google Analytics Terms & Conditions](#).

4. THIRD PARTY COOKIES

- 4.1. We use Google Analytics to analyse the use of the sites. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

5. CAN YOU BLOCK COOKIES?

- 5.1. Most browsers automatically accept cookies, but you can usually change your browser to limit or prevent cookies. (For example, in Internet Explorer you can refuse all cookies by clicking Tools, Internet Options, Privacy, and selecting Block all cookies using the sliding selector.)
- 5.2. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies as soon as you visit our site.
- 5.3. If you set your browser to not accept cookies, it may result in certain sections of our sites not working properly and certain personalised services not being provided to users of your computer.

For more information please contact:

My Perfect Cousin

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Reviewed: February 2021.