

COOKIES POLICY

Please take a moment to read our cookies policy before using our website.

This page sets out the cookie policy of Mega Fortris UK Ltd (“we”, “us” and “our”) and explains how we use cookies on our website (mfsecurityseals.uk) (the “Website”).

We use cookies on our website, which amongst other things, help us to improve your experience of the Website and to ensure that it performs as you expect it to. A cookie is a small file of letters and numbers, which are transferred to your computer’s hard drive or mobile device when you visit the Website. The cookies are then sent back to the originating website on each subsequent visit or to another website that recognises that cookie. For further information about cookies, visit www.allaboutcookies.org. They can improve your experience of using a website, for example, by remembering your preference settings and tracking your use of a website so that it can be improved to meet your needs. They can also help to ensure that adverts you see online are more relevant to you and your interests.

We may amend our cookie policy at any time and we will notify you of any change by revising the date at the bottom of this Cookies Policy. The changes will take effect once they have been posted on the Website. Therefore, you should review these terms on a regular basis.

How We Use Cookies

Websites must get consent to send cookies to your computer or mobile device unless the cookies are strictly necessary to provide services to you. You can set your cookie preferences when you arrive at the Website, or change them at any time [by clicking here]. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the Website.

Unless the cookie is strictly necessary, you can withdraw your consent to our cookies at any time even if you have previously consented. Although, please do remember that if you do not consent to our functionality cookies, parts of the Website may not work. For this reason we will occasionally send you prompts which allow you to consent to a cookie you have previously rejected.

We may collect information about your computer, including your IP address, operating system and browser type, for system administration purposes. This is statistical data about our users’ browsing actions and patterns and does not identify you as an individual. If you agree, we may obtain information about your general internet usage by using a cookie file. The Website uses cookies to distinguish you from other users of the Website. This helps us to deliver a better and more personalised service to you when you browse the Website and also allows us to improve the Website.

Types of Cookies Used on the Website

The tables below explain what cookies we use on our Website, why we use them and whether they are strictly necessary or another type of cookie e.g. "functionality" or "performance" cookies. We also state in the table whether a cookie is a "persistent" or "session" cookie. The difference is that:

- Persistent cookies remain on your device between browsing sessions. They are activated each time you visit the Website that created that particular cookie. For example, where a "persistent cookie" is used on a website to remember your log-in details, you will not need to enter those details each time you visit that website.
- Session cookies allow Website operators to link the actions of a user during a browser session. A browser session starts when you open the browser window and finishes when you close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Some of our cookies are session cookies and will expire at the end of the browser session. However, if your browser is not closed for any reason, all our cookies will expire after 2 years.

Some of the cookies listed below are those set by our own Website when you visit. However, we also have cookies on our Website that are set by third parties. For example, in order to display targeted advertising to web visitors across a broad range of their own and other websites (for more information about how YouTube, Google, LinkedIn and WooCommerce use cookies and what information they collect, visit the third party website).

Strictly Necessary Cookies

Strictly necessary cookies are essential to enable you to receive a service on a website. For example, cookies to operate online shopping baskets, do your internet banking or to comply with the law (e.g. such as to keep your information safe). We would not be able to operate the Website without using the "strictly necessary" cookies listed below:

Cookie	Description	Persistent / Session	More Information
GRECAPTCHA	Stores a value used to verify that the user is not a bot	Persistent	Set by google.com
rc::f	Used to track and analyse user behaviour to distinguish humans from bots or automated software.	Session	
grecaptcha	Stores a value used to verify that the user is not a bot	Persistent	Set by google.com
rc::a	Used to track and analyze user behavior to distinguish humans from bots or automated software.	Session	

wc_fragments #	Used to remember items a user has placed in a shopping cart and ensure that cart functionality works perfectly. It expires immediately a user leaves the site.	Session	
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Performance Cookies

Performance cookies collect information about how you use the Website. They allow us to recognise and count the number of visitors to the Website and allows us to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that you find what you are looking for more easily. These cookies do not collect information about your identity. The information these cookies collect is anonymous and is only used to improve the performance of the Website.

Cookie	Description	Persistent / Session	More Information
gat#	Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.	Session	Set by .mfsecurityseals.uk
Gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Persistent	Set by .mfsecurityseals.uk
ga_#	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions	Persistent	Set by .mfsecurityseals.uk
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.	Session	Set by .mfsecurityseals.uk
#collect	Sends data such as visitor's behaviour 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.	Session	Set by .mfsecurityseals.uk
ga	Records a particular ID used to come up with data about website usage by the user	Session	Set by .mfsecurityseals.uk

Functionality Cookies

Functionality cookies allow websites to remember the choices you make (such as your user name, language, or the region you are in) and provide enhanced features. These cookies are also used to remember changes you have made to text size, font and other parts of the web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

The information these cookies collect is usually anonymised and they do not gather information about you that could be used for advertising or remembering where you have been on the internet. The functionality cookies we use on the Website are set out below:

Cookie	Description	Persistent / Session	More Information
NID	Set by Google to set a unique user ID to remember user preferences. Persistent cookie that stays for 182 days.	Persistent	Set by .google.com
test_cookie	A session cookie used to check if the user's browser supports cookies.	Session	Set by .doubleclick.net

Targeting Cookies

These cookies collect information about your browsing habits to make advertising relevant to you and your interests. These cookies collect the most information about users. The targeting cookies we use on the Website are set out in the table below:

Cookie	Description	Persistent / Session	More Information
YSC	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	Session	Set by .youtube.com
VISITOR_INFO1_LIVE	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated	Persistent	Set by .youtube.com

	with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.		
bcookie	Used to optimize the range of advertising on LinkedIn	Persistent	Set by .linkedin.com
UserMatchHistory	These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.	Persistent	Set by .linkedin.com
lidc	These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.	Persistent	Set by .linkedin.com
ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites	Persistent	Set by .google.com

Contacts

If you want to contact us with any questions, comments or complaints about how we collect, use or retain cookies, please contact the Privacy Team using the details below:

- Privacy Officers: Deborah Weaver and Vanessa Mason
- Address: Unit 18 Cinder Road, 3 Burntwood Business Park, Burntwood, Staffordshire. WS7 3FS
- Telephone number: 01543 677256
- Email address: dweaver@megafortris.co.uk or vmason@megafortris.co.uk

Mega Fortris (UK) Limited

This cookie policy is dated 13 December 2023.