

## COOKIE POLICY

This cookie policy (“Cookie Policy”) is intended to inform you how we use “cookies” and similar technologies on our website at [www.footstock.com](http://www.footstock.com), through our apps or in our emails (“Service”) and to assist you in making informed decisions when using our Service. This Cookie Policy should also be read in conjunction with our Terms of Use and our Privacy Policy.

### What are cookies?

Cookies and similar technologies are very small text documents or pieces of code, which often include an anonymous unique identifier. When you visit a website or use a mobile application, a computer asks your computer or mobile device for permission to store this file on your computer or mobile device and access information from it. Information gathered through cookies and similar technologies may include the date and time of visits and how you are using the particular website or mobile application.

We use first and third party cookies in connection with our Service. First party cookies are cookies placed by us to collect information about you. However, certain cookies available through our Service are placed by third party website operators. This means that the information about you collected by those third party cookies will be shared with the relevant third party. Please refer to the relevant third party website operator’s privacy notice for more information about how they may use such information.

For more details on cookies and similar technologies, please visit <https://www.allaboutcookies.org/>. For the purposes of the remaining sections of this Cookie Policy, we will refer to all technologies using the above features as “Cookies”.

### Cookies which are strictly necessary

These cookies are essential to provide you with the services available to and requested by you through [www.footstock.com](http://www.footstock.com). These cookies are also essential to enable you to use some of the features of our website(s) and apps, including access to secure areas (such as payment pages). Without these cookies, services you have asked for via our website or app, such as access to transactional pages, secure login accounts would not be possible.

We also use cookies to track transactions in order to enable us to comply with our legal and regulatory obligations, with respect to money laundering and responsible gambling. We may also use functionality cookies when strictly necessary to record information about choices you've made on previous visits to our website, in order to comply with our legal and regulatory obligations.

### Performance, Experience and Analytics Cookies

We use performance/analytics cookies to analyse how our websites and apps are accessed, used, or performing in order to provide you with a better user experience and to maintain, operate and continually improve our website.

Some of our cookies record information about choices you've made on previous visits to our website, and allow us to tailor our website to you. These cookies mean that when you continue

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to use or come back to our website, we can provide you with our services as you have asked for them to be provided.

We use Google Analytics, which is a web analytics tool that help us understand how users engage with our website. Like many services, Google Analytics use first-party cookies to track user interactions. These cookies allow us (via such third parties) to collect information about how users use our website. This information is used to compile reports (which disclose website trends but without identifying individual visitors) and to help us improve our website.

Performance and analytics cookies allow us to continually review and improve the layout and functionality of our website to give you the best experience, including:

- better understanding of the way visitors use and interact with our website so that we can improve how we present our content;
- using the data collected by such cookies to experiment with different design ideas for particular pages, such as our homepage;
- collecting information about visitors to our website, such as what devices and browsers our visitors use;
- determining the number of unique users of our website;
- improving our website by measuring any errors that occur;
- conducting research and diagnostics to improve product offerings.

## Advertising and Targeting Cookies

We allow third party companies, including advertising companies, to place cookies on our website.

These cookies enable such companies to track your activity across various sites where they display adverts and record your activities so they can show adverts and promotions that they consider relevant to you as you browse the internet.

Cookies also allow us and third parties to know whether you have seen an advert (or a type of advert), and how long it has been since you have last seen it. This information is used for frequency capping purposes, to help tailor the adverts you see, and to measure the effectiveness of adverts.

We can use information from one device to help personalise your experience on another device.

## Research Cookies

We use research cookies to gather customer feedback on our website which enables us to process customer opinion on our website and apps.

## Third Party Cookies

- Facebook
- Google Analytics
- Google Tag Manager
- Twitter
- Mixpanel

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