



Ahoi.life limited  
3 Whalsay Place  
Kirkcaldy  
KY2 6FQ  
(postal address)



## **Ahoi.Life – Cookie Policy**

This Cookie Policy applies to any websites, branded pages on third party platforms (such as Facebook or YouTube), and applications accessed or used through such websites or third party platforms (“**Ahoi Sites**”) which are operated by or on behalf of Ahoi.Life Limited.

By using the Ahoi Sites, you are consenting to our use of cookies in accordance with this Cookie Policy. If you do not agree to our use of cookies in this way, you should set your browser settings accordingly or not use the Ahoi Sites. If you disable the cookies that we use, this may impact your user experience while on the Ahoi Sites, or any of them.

The table below summarises the different types of cookie we use on Ahoi Sites, together with their respective purpose and duration (i.e. how long each cookie will remain on your device).

### **1. What are Cookies?**

Cookies are files or pieces of information that may be stored on your computer (or other internet enabled devices, such as a smartphone or tablet) when you visit an Ahoi Site. A cookie will usually contain the name of the website from which the cookie has come from, the “lifetime” of the cookie (i.e. how long it will remain on your device), and a value, which is usually a randomly generated unique number.

### **2. What do we use Cookies for?**

We use cookies to make the Ahoi Sites easier to use and to better tailor the Ahoi Sites and our services to your interests and needs. Cookies may also be used to help speed up your future activities and experience on our Sites. We also use cookies to compile anonymous, aggregated statistics that allow us to understand how people use our Sites and to help us improve their structure and content. We cannot identify you personally from this information.

### **3. What types of Cookies do we use?**

Two types of cookies may be used on the Ahoi Sites “*session cookies*” and “*persistent cookies*”. Session cookies are temporary cookies that remain on your device until you leave the Ahoi Site. A persistent cookie remains on your device for much longer or until you manually delete it (how long the cookie remains on your device will depend on the duration or “lifetime” of the specific cookie and your browser settings).

Some of the pages you visit may also collect information using pixel tags (also called clear gifs) that may be shared with third parties which directly support our promotional activities and website development. For example, website usage information about visitors to Ahoi Sites may be shared with our third party advertising agency to better target Internet banner advertisements on our websites. The information is not, however, personally identifiable, although it could be linked to your personal information.



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#### 4. Cookies used on Ahoi Sites

Type of Cookie	What do they do?	Do these cookies collect my personal data / identify me?
Necessary	These cookies are essential to make Ahoi websites work correctly, they enable you to move around our websites and use our features. Examples include remembering previous actions (e.g. entered text) when navigating back to a page in the same session.	These cookies don't identify you as an individual.  If you do not accept these cookies, it may affect the performance of the website, or parts of it.
Performance	These cookies help us understand how visitors interact with our websites by providing information about the areas visited, the time spent on the website, and any issues encountered, such as error messages. This helps us improve the performance of our websites.	These cookies don't identify you as an individual. All data is collected and aggregated anonymously.
Functionality	These cookies allow our websites to remember the choices you make (such as your user name, language or the region you are in) to provide a more	The information these cookies collect may include personally identifiable information that you have disclosed, such as your username or profile picture. We shall always be transparent with you about



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personalised online experience. They can also enable visitors to watch videos, play games and engage with social tools, such as blogs, chatrooms and forums.

what information we collect, what we do with it and with whom we share it.

If you do not accept these cookies, it may affect the performance and functionality of the website and may restrict access to content on the website.

Targeting / Advertising

These cookies are used to deliver content that is more relevant to you and your interests. They may be used to deliver targeted advertising or to limit the number of times you see an advertisement. They also help us measure the effectiveness of advertising campaigns on Ahoi and non-Ahoi websites.

Most types of these cookies track consumers via their IP address (Link opens in a new window) so may collect some personal identifiable information. For more information about these cookies, including the information they collect and how this is used, see the Targeting / Advertising section below.

We may use these cookies to remember websites you have visited and we may share this information with other parties, including advertisers and our agencies.

**5. Do we use Third Party Cookies?**

We use a number of suppliers that may also set cookies on your device on our behalf when you visit the Ahoi Sites to allow them to deliver the services they are providing. To get more information about these cookies, as well as information about how to opt-out of receiving such cookies, see the relevant sections below.

When you visit the Ahoi Sites you may receive cookies from third party websites or domains.



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We endeavour to identify these cookies before they are used so that you can decide whether or not you wish to accept them. More information about these cookies may be available on the relevant third party's website.

**6. How can I Control or Delete Cookies?**

Most internet browsers are initially set up to automatically accept cookies. You can change the settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings.

If you disable the cookies that we use, this may impact your experience while on the Ahoi Sites, for example you may not be able to visit certain areas of an Ahoi Site or you may not receive personalised information when you visit a Ahoi Site.

If you use different devices to view and access the Ahoi Sites (e.g. your computer, smartphone, tablet etc) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

**7. More Detailed Information**

**Session / temporary:** These cookies are deleted from your device after you leave the website.

**Permanent / persistent:** These cookies are not deleted from your device after you leave the website. They remain on your device for a longer period of time.

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**PERFORMANCE**

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<b>Cookie used:</b>	<b>What does it do?</b>	<b>How long does the cookie stay on your device?</b>	<b>Cookie Details</b>
Analytics / Tracking	Provides anonymous / aggregated information about where you go and what you do on Ahoi and other	Persistent, session and third party.	Ahoi uses the following Analytics Cookies (Link opens in a new window) & Web Beacons (Link opens in a new window)



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websites.

**Unica:** For more information about how Unica works click here (Link opens in a new window)

**Google Analytics:** For more information about Google Analytics click here (Link opens in a new window)

**Web Trends:** For more information about Web Trends click here (Link opens in a new window)

**Omniture / Site Catalyst:** For more information about Omniture and Site Catalyst click here (Link opens in a new window)

**YouTube Tracking:** For more information about YouTube click here (Link opens in a new window)

**pixel.quantserve.com (third party cookies):** For more information about quant serve click here (Link opens in a new window)

**Gemius:** For more information about Gemius click here (Link opens in a new window)

**Wordpress Stats:** For more information about Wordpress Stats (Link opens in a new window)

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## FUNCTIONALITY

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Social Media / sharing	Allows you to share comments ratings/pages bookmarks and helps to provide access to social networks and social online tools more easily.	Third Party.
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**Add This:** For more information about Add This click [here](#)(Link opens in a new window)

**Facebook:** For more information about Facebook Connect click [here](#)(Link opens in a new window) and for more information about Facebook social plug-ins click [here](#)(Link opens in a new window)

**Twitter:** For more information about Twitter Buttons click [here](#)(Link opens in a new window) and more information about Twitter Badge click [here](#)(Link opens in a new window)

**YouTube:** For more information about YouTube click [here](#)(Link opens in a new window)

**LinkedIn:** For more information about LinkedIn click [here](#)(Link opens in a new window)

Careers Portal	Remembers your preferences, details and jobs you are interested in for current and future visits.	Third Party.
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**Oracle:** For more information about Oracle click [here](#) (Link opens in a new window)

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## TARGETING/ADVERTISING

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Cross site tracking	Provides anonymous information about visitors, such as the websites they visit before and/or after visiting a Ahoi website.	Persistent, session and third party.	<p><b>360tag.com:</b> For more information about 360tag.com click here (Link opens in a new window)</p> <p><b>admeta.com:</b> For more information about admeta.com click here (Link opens in a new window)</p> <p><b>adnxs.com:</b> For more information about adnxs.com click here (Link opens in a new window)</p> <p><b>doubleclick.net:</b> For more information about doubleclick.net click here (Link opens in a new window)</p> <p><b>mathtag.com:</b> For more information about mathtag.com click here (Link opens in a new window)</p> <p><b>Nielsen NetRatings Site Census:</b> For more information about Nielsen NetRatings Census (Link opens in a new window) click here</p> <p><b>quisma.com:</b> For more information about quisma click here (Link opens in a new window)</p> <p><b>specificclick.net:</b> For more information about (Link opens in a new window) specificclick.net click here (Link opens in a new window)</p> <p><b>undertone.com:</b> For more information about Undertone.com click here (Link opens in a new window)</p>
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**weborama.fr:** For more information about weborama.fr click here (Link opens in a new window)

### MISCELLANEOUS

Rich Media	Support various different parts of functionality on Ahoi websites and partner websites such as playing videos, using online voucher codes / loyalty apps and downloading music.	Persistent, session and third party.	<p><b>YouTube:</b> For more information about YouTube click here (Link opens in a new window)</p> <p><b>pushexp.com:</b> For more information about pushexp.com click here (Link opens in a new window)</p>
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**telemetryverification.net:** For more information about telemetryverification.net click here (Link opens in a new window)

Beacons Domains	Web beacons Support various different parts of functionality on Ahoi websites. Web beacons (also known as web bugs / pixel tags/clear GIFs) monitor the behaviour of visitors on websites and can provide information such what users do on websites and user IP addresses (Link opens in a new window) to third party companies.	Persistent, session and third party.	<p>We use a number of different beacons across Ahoi websites, we have provided some examples about some of the most used web beacons work.</p> <p><b>Flashtalking</b> and <b>TangoZebra</b> collects Anonymous data (browser information, operating system, page views) which can be used to provide users with more relevant content and the data can be used to measure popular campaigns / web pages. This aggregated data is shared with third parties.</p>
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**Used on Ahoi sites such as:**  
 comfortpure.co.uk (Link





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opens in a new window)

[marmite.co.uk](http://marmite.co.uk) (Link opens in a new window)

**Vzaar.com:** is used with flash players to play videos on websites.

**Used on Ahoi sites such as:**

[nexttopmodel.tresemme.co.uk](http://nexttopmodel.tresemme.co.uk) (Link opens in a new window)

Other	Support various different parts of functionality on Ahoi websites.	Persistent, session and third party.	<b>maps.google.com:</b> For more information about <a href="http://maps.google.com">maps.google.com</a> click here (Link opens in a new window)
			<b>JSESSIONID:</b> For more information about <b>JSESSIONID</b> click here (Link opens in a new window)