Cookies

This declaration regarding cookies applies to all brand and campaign websites of **Assured Food Standards** . You are asked when opening a **Assured Food Standards** website to agree the use of cookies.

What are cookies?

Cookies are files or pieces of information that can be stored on your computer (or on other devices with internet access, such as a smartphone or tablet) when you visit the [Company Name] website. A cookie usually contains the name of the website where the cookie comes from, the "lifetime" of the cookie (ie how long the cookie will remain on your computer / device) and a value that usually consists of a randomly generated unique number.

What do we use cookies for?

We use cookies to make the **Assured Food Standards** websites easier to use and to better tailor the site to your interests and needs. Cookies can also be used to improve the speed of your future activities and sessions on our websites. We also use cookies to compile anonymous, aggregated statistics with which we can gain insight into the way people use our website, so that we can improve the structure and content of the websites. We can not personally identify you on the basis of this information.

What types of cookies do the Assured Food Standards websites use?

As a visitor, you can choose three levels of cookie use. When choosing cookies, you will receive a minimum set of cookies, with some functionalities missing on the website. When choosing optimal, the standard setting, you get the most rich website experience as you always were used to. There are three categories that may be used on the websites:

Category	Description
Necessary	Anonymous cookies that allow users to view Assured Food Standards websites and use the features on the websites, such as forms. In addition, anonymous cookies are used to gain insight into the use and performance of the website. These are so-called analytics cookies.
Functional	Cookies with which Assured Food Standards websites can record the choices and preferences of visitors. It is also possible to share certain content with third parties (social functions), show content from sites such as Youtube, give feedback on the website and participate in market research.
Optimal	With this setting you choose the best Assured Food Standards experience, but also outside our Assured Food Standards websites. Relevant content and / or advertisements are limited and preferences are recorded so that we are better able to make you a relevant offer on our website (s). In some cases, cookies from our websites can also be linked to customer data known to us.

Cookies used on redtractor.org.uk

The table below gives an overview of the different types of cookies that we use on the Assured Food Standards website, together with their respective purpose and duration (ie how long each cookie stays on your device / computer).

1. Necessary Cookies

Who places the Cookie?	Names of Cookie	Description	How long does the cookie remain?
Google Analytics	_ga _gid _gat AMP_TOKEN _gac_<property-id>	These are first-party cookies placed to get a better understanding of the behaviour of the visitor to this website. This will then improve the user experience on this website and on other channels used by this website.	Up to 2 years
Assured Food Standards	ASP.NET_SessionId	This session cookie is used to determine the session ID of the user.	N/A
Cloudflare	__cfduid	This cookie is used for security purposes.	N/A

2. Functional Cookies

Who places the Cookie?	Names of Cookie	Description	How long does the cookie remain?
Google Analytics	__utma, __utmb, __utmc, __utmv, __utmz __utmx __utmxx __USERID	There are (session) cookies placed to get a better understanding of the behaviour of the visitor to this website. This will then improve the user experience on this website and on other channels used by this website.	Up to 2 years
YouTube	PREF VISITOR_INFO1_LI	These cookies are set by YouTube to track	Up to 1 year

	VE YSC	and personalise usage of the YouTube video player embeds	
AddThis	__atuvc	The __atuvc cookie is created and read by the AddThis social sharing site JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to AddThis and removing it when disabling cookies would cause unexpected behaviour for users.	2 years
AddThis	__atuvs	These cookies are commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms.	30 minutes

3. Optimal Cookies

Who places the Cookie?	Names of Cookie	Description	How long does the cookie remain?
Facebook	fr c_user datr pl sb xs	This is a third party cookie set so we can re-market adverts to you via Facebook	Up to 2 years
Google	NID IDE 1P_JAR	We use third party cookies to make advertising more engaging to users and more valuable to publishers and	3 months

		advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.	
Twitter ads	personalization_id _twitter_sess ct0 external_referer guest_id	We may use Twitter's universal website tag, conversion tracking and tailored audiences products. We and third parties collect user data through their application for purposes of conversion tracking and serving ads targeted to users' interests. We do not select targeting criteria that could reveal sensitive information about users and don't subject users to advertising that isn't relevant to our brand.	Up to 2 years

This cookie statement was published on **18 May 2018**. We are constantly working on supplementing and improving this. We therefore recommend reviewing this statement regularly to keep abreast of changes.