

Cookie policy Washtower B.V.

We use cookies on this website. As we want to protect your privacy and improve the user experience of your visits to our website, we think it is important that you know how and why we use cookies.

What are cookies?

When you use Washtower, information about your use of https://www.washtower.co.uk/en_GB/ may be collected by Washtower and/or third parties, for example by means of cookies. A cookie is a simple small text file that is stored by your browser on your computer's hard drive when you visit the pages of a website. The information stored in it can be sent back to our servers the next time you visit.

What is stored about you and why?

No personal information such as your name, telephone number, address or account number is stored in a cookie. However, a cookie can be used to identify you. This is necessary, for example, to know which items you have placed in the shopping basket. Cookies may also be used to ensure that you do not repeatedly receive or have to enter the same information when visiting our website. If you allow it, we can also track which pages of our website you visit (your preferences and interests) and link data for marketing purposes, for example.

What types of cookies can you choose on our website?

As a visitor, you can choose between two levels of cookie use.

By default, functional cookies and analytical cookies are used, which have little or no impact on visitor privacy. If you want to optimise the functioning of the website, we also use personal cookies. This allows us to recognise your preferences and interests and show you personalised content.

Below you will find an explanation of these cookies.

Default setting: necessary (functional) cookies and analytical cookies

Functional cookies are necessary for the website https://www.washtower.co.uk/en_GB/ to function. For example, when ordering products. They also help to facilitate navigation on the Washtower website. Analytical cookies are used to record the decisions and preferences of visitors. It is also possible to share certain content with third parties (social media functions), provide feedback on the website and participate in market research (pop-up). No prior consent is required for the placement and reading of functional cookies and analytical cookies that have little or no impact on the privacy of visitors.

Optimal cookies (personalisation)

With this setting, you choose not only the best experience on, but also off our website. To a limited extent, relevant content and/or advertising is displayed and preferences are recorded, enabling us to provide you with a more relevant experience on our website(s). In some cases, cookies from our websites may also be linked to customer data known to us. We ask for your permission before we set and read these personalisation cookies. You can give this permission via our cookie banner. You can change or withdraw your consent at any time later. We process personal cookies to collect, combine or analyse personal preferences. Personal data is collected for this purpose. We have a basis for any processing of personal data and our privacy policy (available on our website) applies.

Disabling cookies

Do you not want cookies to be placed? You can disable cookies by configuring your internet browser so that it does not store cookies. You can also delete all previously stored information via your browser settings. However, please note that our website will not function optimally in this case.

Explanation of some specific cookies

Below is a more detailed explanation of the cookies we use. For a detailed overview, please see the table at the end of this Cookie Policy.

Google Analytics and Google advertising conversions

Google Analytics is used on Washtower to collect anonymous data about user behaviour. This allows us to see how visitors use the website. We use this information to make informed decisions about the design of our

website. We also use this information to optimise the operation of the website. The information obtained is stored by Google on servers in the United States. Google also makes this information available to advertisers to provide insight into the effectiveness of their campaigns via Google advertising conversions. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. We have no control over this. We have not authorised Google to use the analysis data received for other Google services. Please read the privacy policy (<https://privacy.google.com>) for more information, as well as the specific terms of use (<https://policies.google.com/technologies/partner-sites?hl=en-GB>).

Microsoft advertising conversions

Microsoft advertising conversions are used to measure the effectiveness of our campaigns, i.e. which ads lead to visits to our website through Microsoft. Please see <https://privacy.microsoft.com/en-gb/privacy-policy> for Microsoft's privacy policy. Microsoft also stores data on servers in the United States.

Hotjar cookies

Washtower uses the analytics package Hotjar (<https://www.hotjar.com>) to gain insight into how you, as an individual, anonymous visitor, use our website in real time (mouse clicks, mouse movements, scrolling activity). We also use Hotjar for online questionnaires about our website. The information collected allows us to improve the website and tailor it to how our website is used. Hotjar does not show or use IP addresses, so the data cannot be traced back to your IP address. They are therefore analytical cookies that have little or no privacy impact and can be placed without permission. The cookies automatically delete themselves after one year.

Social media

The website contains buttons to promote or share pages on Facebook or Twitter. These buttons are pieces of code from the social media themselves that use a cookie. This cookie remembers that you are logged in, so you don't have to log in to Twitter or Facebook every time you want to share something. To see what they do with the personal data they receive with this code, you can read the privacy statements of Facebook (<https://www.facebook.com/legal/terms/update>) and Pinterest (<https://policy.pinterest.com/en-gb/cookies>). If you accept all cookies, behavioural data will be analysed so that we can better tailor advertising to the visitor's preferences and measure what content and advertising contributes to the success of our website.

Cookies placed by third parties

Regarding cookies placed by third parties and the data collected with them, please refer to the statements of these parties on their own websites. See also the overview below. These statements may change from time to time. We have influence on the (personal) data that these parties collect through the cookies they place and read.

Below you will find an overview of the analysis and personalisation cookies set by third parties via our website: who sets them, what type of cookie it is, its name, the storage period and a reference to the privacy policy of the party concerned.

Provider	Cookie type	Name	Storage period in days	Third party privacy policy
Google Analytics	Analytical	_ga, _gid	730	https://policies.google.com/technologies/partner-sites?hl=en-GB
Google advertising conversions	Analytical	_gcl_au	730	https://policies.google.com/privacy?hl=en-GB
Microsoft advertising conversions	Analytical	_uet*, MUID	90	https://policy.pinterest.com/en-gb/privacy-policy
Hotjar	Analytical	_hj*	730	https://www.hotjar.com/legal/policies/privacy/
Google Analytics Remarketing	Personalisation	_gat	730	https://policies.google.com/privacy?hl=de https://policies.google.com/technologies/partner-sites
Facebook und Instagram	Personalisation	_fbp	730	https://www.facebook.com/policies/cookies/
Pinterest	Personalisation	_pin_unauth, _derived_epik, _epik, _pinterest_ct_ua	365	https://policy.pinterest.com/en-gb/cookies
Hubspot	Personalisation	hubspotutk	730	https://legal.hubspot.com/privacy-policy

Questions

If you have any further questions about our Cookie Policy, please contact Washtower at info@washtower.com.

Changes to this Cookie Policy

This cookie statement was adopted on 24/10/2022. We may change our cookie statement from time to time.