

WEBSITE COOKIES
TERMS AND CONDITIONS

BACKGROUND:

This website www.readmechildren.club ("Our Site") uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Please read this Cookie Policy (see legal notices (see websites: www.butterflydays.co.uk & www.readmechildren.club) and read carefully to ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Site. If you do not agree to Our Cookie Policy, please stop using Our Site immediately.

1. Definitions and Interpretation

1.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

"Cookie"	means a small file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site;
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and EU Regulation 2016/679 General Data Protection Regulation ("GDPR");
"personal data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by the Data Protection Act 1998 AND/OR EU Regulation 2016/679 General Data Protection Regulation ("GDPR"); and
"We/Us/Our"	means READMECHILDREN [, a subsidiary of Butterfly Days, limited company registered in England under company number 9997630, whose registered address 61 Alexandra Road Lowestoft Suffolk, and whose main trading address is Mill Lane Barnby NR34 7PX .

2. Information About Us

2.1 Our Site is owned and operated by Butterfly Days Ltd, a limited company registered in England under company number 9997630, whose registered address is 61 Alexandra Road Lowestoft Suffolk and whose main trading address is **Mill Lane Barnby NR34 7PX**.

2.2 The Company is no currently registered for VAT

2.3 Our Data Protection Officer is Hilary Watts, and can be contacted by email at hilaryann@readmechildren.club, by telephone on 07796341672, or by post at readmechildfren Larl Rise Mill Lane Barnby NR34 7PX

2.4 We are regulated by www.nationaltradingstandards.uk

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3. How Does Our Site Use Cookies?

3.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products **AND/OR** services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

3.2 By using Our Site, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Site for marketing and advertising purposes, by continuing to use our website you are agreeing to our site policy. For more details, please refer to section 4 below.

3.3 All Cookies used by and on Our Site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:

3.3.1 Strictly Necessary Cookies

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions.

3.3.2 Analytics Cookies

It is important for Us to understand how you use Our Site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.

3.3.3 Functionality Cookies

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.

3.3.4 Targeting Cookies

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests. [Some information gathered by targeting Cookies may also be shared with third parties.]

3.3.5 Third Party Cookies

Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Site, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).

3.3.6 Persistent Cookies

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.

3.3.7 Session Cookies

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which

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you visit Our Site until you close your browser. Session Cookies are deleted when you close your browser.

- 3.4 Cookies on Our Site are not permanent and will expire; refer to the table below.
- 3.5 For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy, see link on our website at <https://my.website-editor.net/home/ed/site/c2656423cd084638b829590f2157b58d/legal-notice>.
- 3.6 For more specific details of the Cookies that We use, please refer to the table below.

4. What Cookies Does Our Site Use?

4.1 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Strictly Necessary
Session Cookie	these are mainly used by online shops and allow you to keep items in your basket when shopping online. These cookies expire when the browser is closed.	Yes
Permanent Cookies	these remain in operation, even when you have closed the browser. They remember your login details and password so you don't have to type them in every time you use the site. The law concerning permanent cookies stipulates that they need to be deleted after a period of six months	No
Third Party Cookies	these are installed by third parties with the aim of collecting certain information to carry out various research into behaviour, demographics etc.	No

4.2 The following third party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
Third Party	Third-party cookies are created by a website other than the one you are currently visiting; for example, by a third-party advertiser on that site. The purpose of such cookies is usually to track your surfing habits, which is why third-party cookies are considered an invasion of privacy and riskier than first-party cookies.	Web browsers: Google Firefox Safari etc	No
Permanent	By using either facebook & social media sites can directly, or by using the button on our website eg; 'facebook' collects data that can track your online movements, even if you stop accessing facebook or Social Media directly.	Facebook/Social media	No

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Session Cookies	These cookies are used during your online session. These enable a user to put items in their basket and do not remain on your system once closed down	All Websites, especially online shopping sites	Yes
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4.3 Our Site uses analytics services provided by 1and 1 Web Hosting Ltd. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site and the product] **AND/OR** services offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

4.4 The analytics service(s) used by Our Site use(s) analytics Cookies to gather the required information.

4.5 The analytics service(s) used by Our Site use(s) the following analytics Cookies:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
Session Cookie	To enable us to improve our products and services. This does not affect your privacy or risk when viewing our website. See 4.3 above	https://www.1and1.co.uk/digitalguide/online-marketing/search-engine-marketing/content-marketing-analysing-the-results/	Yes
Third Party	Used to gather information on demographic use of the internet for various purposes, including marketing and advertising	Google/Firefox/Facbook/Safaria etc	No
Permanent	Behaviour is collected over and up to a maximum period of six months. Used to assess behaviour online, also marketing and advertising campaigns	Government/All Website Browsers/Large Commercial Oganisations	No

5. Consent and Control

5.1 Before Cookies are placed on your computer or device, you will be shown a button requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies unless those Cookies are

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strictly necessary; however certain features of Our Site may not function fully or as intended. You will be given the opportunity to allow and/or deny different categories of Cookie that We use. You can return to your Cookie preferences to review and/or change them at any time returning to the button and confirm 'accept' and you will be able to continue with your session.

5.2 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

5.3 The links below provide instructions on how to control Cookies in all mainstream browsers:

5.3.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

5.3.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

5.3.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge>
(Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

5.3.4 Safari (macOS):
https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

5.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>

5.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

5.3.7 Android:
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

6. Changes to this Cookie Policy

6.1 We may alter this Cookie Policy at any time. [If We do so, details of the changes will be highlighted at the top of this page.] Any such changes will become binding on you on your first use of Our Site after the changes have been made. You are therefore advised to check this page from time to time.

6.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

7. Further Information

7.1 If you would like to know more about how We use Cookies, please contact Us at info@readmechildren.club, by telephone on 07796341672, or by post at readmechildren Lark Rise Mill Lane Barnby NR34 7PX.

7.2 For more information about privacy, data protection and our terms and conditions, please visit the Legal Information Page on www.butterflydays.co.uk or www.readmechildren.club.

Hilary Watts (Director)

11th May 2018