Cookie Policy for Wayra UK Limited

This section provides details of the cookies used on this website.

1. ## What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a web site. The cookie then sends this information back to the originating web site when you visit it again.

They are used by most major websites including ours. To make the best use of our website you'll need to make sure your web browser is set to accept cookies. If you choose not to accept cookies you will not be able to take full advantage of our website.

What are cookies used for?

We use cookies and some other data stored on the website to:

- help us measure and improve the website and make sure our pages are optimised for your browser or device, e.g. by improving pages we see people have problems with by measuring how you use the site.

- protect your security, e.g. make sure your information is secure when using our website.

- Work with partners and measure marketing.

What information is kept by the cookie?

A cookie will typically hold:

- The name of the website that it has come from

- How long the cookie will stay on your computer or phone

- A value – usually a randomly generated unique number

How long do cookies stay on your computer or phone?

Session cookies – these only last until you close your browser. They are not stored on your hard drive. They are usually used to track the pages that you visit so that information can be customised for you for that visit.

Persistent cookies – these are stored on your hard drive until you delete them or they reach their expiry date. These may, for example, be used to remember your preferences when you use the site.

How do cookies affect my privacy?

You can visit our website without revealing any personal information.

We protect your personal information very carefully. The security and safety of your personal information is very important to us.

We may ask you for personal information so you can use our website, our app or for security reasons.

Get full details of how we collect information, how we use it, how we keep it and how we disclosed it in our Privacy Policy [https://wayra.co.uk/privacy-policy/].

2. What cookies do we use?

We use third party cookies and website cookies.

Third party cookies

We work with a number of companies and website that help make sure our adverts, promotions and marketing messages are displayed to people who might be interested. These companies and partners may use cookies to collect data such as how many people have viewed a particular page each day.

COOKIES NAMES	THIRD PARTY PROVIDER	WHAT DO WE USE THEM FOR?
• _ga • _gid • _gat	Google Analytics	These cookies are used to help us collect data on website visitors that help us improve our services.
• mp_mixpanel_c	Mixpanel Analytics	
• ajs_user_id • ajs_group_id • ajs_anonymous_id	Segment analytics	
• kola.session • kola.cid • kola	Kickofflabs waiting list	Helps us to manage the waiting list on the website and remember the position you are in on the waiting list.
• _atuvs • _atuvc	Social Media	These cookies are associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms.

Website cookies

The website cookies provide a way for our website to recognize you and keep track of your preferences and facilitate your browsing.

COOKIE NAME	WHAT DO WE USE IT FOR?
cookie_notice_accepted	This cookie is set once you have closed the cookie notification banner at the bottom of the site. The site will check if the cookie exists on each page request and if it doesn't then the banner will be displayed.

3. How to manage cookies?

- You can accept or refuse cookies. Accepting cookies is usually the best way to make sure you get the best from a website. Most devices including PCs automatically accept them but you can change your browser settings to restrict, block or delete cookies if you want. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences. Many browser have universal privacy settings for you to choose from.
- If you decline cookies, some aspects of the website may not work on your computer or mobile phone and you may not be able to access areas you want on the website. For this reason, we recommend that you accept cookies.
- If you delete all your cookies you will have to update your preferences with us again and some aspects of our website may not work.
- If you change computers or mobile, if you use a different device, computer profile or browser you will have to tell us your preferences again.
- We use Adobe Flash Player to deliver video content and other services. Flash cookies as they are usually known help provide features that let you start looking at a video from where you stopped previously or saving your preferences. They are stored on your computer in the same way as other cookies, but you can't manage them with your browser in the same way. If you want to delete or disable Flash cookies you can find out how on the Adobe website. But if you disable these cookies it may affect the features available to you on Flash-based applications like some video.