

COOKIES

Whenever you use websites, mobile sites, mobile applications or applications on any other devices such as You View, PS3 or Xbox information may be collected through the use of cookies and similar technologies.

WHAT ARE 'COOKIES'?

Cookies are small text files which are downloaded to your computer or mobile device when you visit a website or application. Your web browser (such as Internet Explorer, Mozilla Firefox or Google Chrome) then sends these cookies back to the website or application on each subsequent visit so that they can recognise you and remember things like personalised details or user preferences.

Cookies are very useful and do lots of different jobs which help to make your experience on websites as smooth as possible. For example, they let you move between web pages efficiently, remembering your preferences, and generally improving your experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

They are referred to as **session** or **persistent** cookies, depending on how long they are used:

- Session cookies only last for your online session and disappear from your computer or device when you close your browser.
- Persistent cookies stay on your computer or device after the browser has been closed and last for the period of time specified in the cookie. These persistent cookies are activated each time you visit the site where the cookie was generated.

Some examples of cookies include:

- Remembering previous actions (such as text you've entered in a registration form) when navigating back to a page in the same session.
- Identifying you as being signed in to websites and keeping you logged in throughout your visit so that you don't need to sign in each and every time you visit.
- Remembering security settings, such as parental PIN control, which restrict access to certain content.

Cookies allow websites and applications to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. The information these cookies collect is usually anonymous which means they can't identify you personally

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