1. What this Policy Covers

- This Cookie Policy sets out: what a cookie is (paragraph 2);

- An overview of the cookies we use (paragraph 3);

- What you can do if you do not agree to the cookie use (paragraph 4);

- Further information about cookies in general (paragraph 5);

- And a detailed table listing all of the cookies that we use (paragraph 6).

BY CONTINUING TO USE OUR WEBSITE, YOU ARE AGREEING TO US USING COOKIES IN THE MANNER SET OUT IN THIS COOKIE POLICY SO PLEASE READ IT CAREFULLY. If you do not wish to accept cookies in connection with your use of this Website, you should stop using our site or block your cookies (see paragraph 4 below for how to do this) but this may affect the functionality of the Website.

2.What is a cookie?

When you enter the Website, the Website will make use of cookies. Cookies are small text files containing small amounts of information which are downloaded and may be stored on your device e.g. your computer (or other internet enabled devices, such as a smartphone or tablet). This Cookie Policy provides you with information about the cookies we use and why. Our Privacy Policy sets out full details of the other information we may collect and how we may use your personal information and can be accessed here.

3. Cookies used on the Website

We use several different types of cookies. In particular, we use: necessary cookies which enable certain fundamental website features; functionality cookies which allow us to remember choices you make (e.g. your cookie preference); and performance cookies which monitor usage of our Website. Some of these are session cookies which are temporary and allow us to link your actions during a single visit to our site. Others are persistent cookies which remain on your device for the period of time specified in the cookie.

The following is a more detailed explanation of the types of cookies we use, categorised by the purpose of the cookies:

a. necessary cookies

Necessary cookies are essential and help you navigate the Website. Without these cookies, services you have asked for, like joining our members club, cannot be provided. This helps to support website security and basic functionality and are necessary for the proper operation of our Website, so if you block these cookies we can't guarantee your use or the security of our Website during your visit.

b. functionality cookies

Functionality cookies are used to provide you the best user experience. These cookies are for instance used to easily re-access pages on our website you have visited before. It also allows the Website to remember choices made (such as language or the region you are in) and provide enhanced, more personal features.

c. performance cookies

Performance cookies help us to understand the behaviour of our visitors and the usage of the Website. This allows us to continuously improve the Website to provide the best shopping experience. These cookies are also used to help us understand how effective our advertising is; for instance these cookies tell us which pages visitors go to most often, and if they get error messages from web pages. All information these cookies collect is aggregated, to assist us to improve how a website works. Some of these cookies are managed by third parties, and you may refer to the third parties' own website privacy notifications for further information.

In particular, we use Google Analytics cookies to obtain an overall view of visitor habits and visitor volumes, and to help improve the overall experience on our website. Google Analytics, a third-party web analysis service provided by Google Inc, uses "performance cookies" and "targeting cookies" to analyse how you use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and

stored by Google on servers in the United States. However, this website uses Google Analytics with the expansion 'anonymize Ip()' which means that Google will truncate/anonymise the last octet of the IP address for Member States of the European Union. On our behalf, Google will use the information collected for the purpose of evaluating your use of our Website, compiling reports on website activity and providing other services relating to website activity and internet usage to us. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser as described above. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under https://tools.google.com/dlpage/gaoptout?hl=en-GB#. You may disable the use of Google Analytics by using the link disable Google Analytics. This link creates an opt-out cookie which prevents the further processing of your data. For more information about Google Analytics cookies, please see Google's help pages and privacy policy.

4. Control Your Cookies Settings

Once you have given us your agreement to the use of cookies, we shall store a cookie on your computer or device to remember this for next time. If you wish to withdraw your agreement at any time, you will need to delete our cookies using your internet browser settings. You should do this through the browser settings for each browser you use. Please be aware that some of our services will not function if your browser does not accept cookies. However, you can allow cookies from specific websites by making them "trusted websites" in your internet browser. The following links may assist you in managing your cookies settings, or you can use the 'Help' option in your internet browser for more details:

- Internet Explorer: http://support.microsoft.com/gp/cookies/en

- Mozilla Firefox: http://support.mozilla.com/en-US/kb/Cookies

- Google
  Chrome: http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647

- Safari: http://support.apple.com/kb/PH5042

- Opera: http://www.opera.com/browser/tutorials/security/privacy/

- Adobe (flash cookies): http://www.adobe.com/security/flashplayer/articles/lso/

5. Other Information

The following link contains further information about cookies: http://www.aboutcookies.org/. In addition, a guide to online privacy has been produced by the internet advertising industry which can be found:

- http://www.youronlinechoices.eu

- www.aboutads.info

A UK cookie guide can be found on the International Chamber of Commerce website section: http://www.international-chamber.co.uk/our-expertise/digitaleconomy

6. Cookie Use

Below is a full list of the cookies used:

i. NECESSARY COOKIES (See section 3a of this Policy)
NAME: cookie-pref
PERSISTENCY: 30 days
DESCRIPTION: Targeting/Advertising
SOURCE: google.com
NAME: wp-settings-1
PERSISTENCY: 1 days
DESCRIPTION: check whether your web browser is set to allow, or reject cookies
SOURCE: thestaffoflife.co.uk
ii. FUNCTIONAL COOKIES (See section 3b of this Policy)
NAME: ai_user

PERSISTENCY: 1 days
DESCRIPTION: Session cookie
SOURCE: thestaffoflife.co.uk
NAME: ai_session
PERSISTENCY: 1 days
DESCRIPTION: Performance
SOURCE: thestaffoflife.co.uk
NAME: 1P_JAR
PERSISTENCY: 30 days
DESCRIPTION: Targeting-carries out information about how the end user uses the website
SOURCE: .gstatic.com