

Cookie statement Bloomon UK

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In this statement, Bloomon UK Ltd. is referred to as "Bloomon". We'll refer to bloomon.co.uk as the "Site" and Bloomon's mobile applications as the "Apps". We'll refer to the Site, the Apps, and our tools, messages and other services collectively as the "Services". We'll refer to cookies and similar technologies collectively as "Cookie Technologies".

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1. **Summary**

When you visit or interact with our Services, we or our authorised service providers may use cookies and other similar technologies for storing information to help provide you with a better, faster, and safer experience, and for advertising purposes. This page is designed to help you understand more about these technologies and our use of them in our Services. Below is a summary of a few key things you should know about our use of such technologies. You can review the contents of our full Cookie Notice below.

Our Cookie Technologies have different functions. They are either necessary for the functioning of our Services, help us improve our performance, give you extra functionalities, or help us to serve you relevant and targeted ads. We use Cookie Technologies that only remain on your device for as long as you keep your browser active (session) and Cookie Technologies that remain on your device for a longer period (persistent). You're free to block, delete, or disable these technologies if your device allows this. You can manage your Cookie Technology preferences in your browser, device settings or from the footer on our Site and in our Apps but this may prevent you from taking full advantage of the Site and Apps.

Service providers are companies that help us with various aspects of our business, such as site operations, services, applications, advertisements and tools. We use some authorised service providers to help us to serve you relevant ads on our Services and other places on the internet. These service providers may also place cookies on your device via our Services (third party cookies). They may also collect information that helps them identify your device, such as IP-address, or other unique or device identifiers.

2. Full User Cookie Notice

2.1 What are cookies and similar technologies?

Like most sites, we use technologies that are essentially small data files placed on your computer, tablet, mobile phone, or other devices (referred to collectively as a "device") that allow us to record certain pieces of information whenever you visit or interact with our Services, and technologies to recognise you across devices.

The specific names and types of the cookies, web beacons, unique identifiers and similar technologies we use to collect information (e.g., about the pages you view, the links you click, and other actions you take on our Services, within our advertising or email content) may change from time to time. In order to help you better understand this statement and our use of such technologies we have provided the following terminology and definitions:

Cookies

Small text files (typically made up of letters and numbers) placed in the memory of your browser when you visit a website or view a message. Cookies allow a website to recognise a particular browser. There are several types of cookies:

- *Session cookies* expire at the end of your browser session and allow us to link your actions during that particular browser session.
- *Persistent cookies* are stored on your device in between browser sessions, allowing us to remember your preferences or actions across multiple sessions.
- *First-party cookies* are set by the site you are visiting.
- *Third-party cookies* are set by a third-party site separate from the site you are visiting.

Cookies can be disabled or removed by tools that are available in most commercial browsers. The preferences for each browser you use will need to

be set separately and different browsers offer different functionality and options.

Cookies store data about your use of our Services, but they are helpful because they allow us to provide our Services and customise your experience. You can configure your desktop or mobile browser's settings to reflect your preference to accept or reject cookies, including how to handle third-party cookies. You can also accept or decline the use of certain Cookie Technologies via the cookie preferences link available at the bottom of most Site pages and via account details in the App (see “Managing Your Cookie Technology Preferences” below).

Similar Technologies

In addition to cookies, there are other similar technologies used by us and elsewhere on the web or in mobile ecosystems.

- *Web beacons:* Small graphic images (also known as "pixel tags" or "clear GIFs") that may be included on our Services, that typically work in conjunction with cookies to identify our users and user behaviour.
- *Application SDKs:* These are mobile application third-party software development kits that are embedded in the Apps (and are used in many mobile applications). These app SDKs permit the collection of information about the app itself, activity in the app, and the device the application is running on.
- *Social widgets:* These are buttons or icons provided by third-party social media providers that allow you to interact with those social media services when you view a web page or a mobile app screen. These social widgets may collect browsing data, which may be received by the third party that provided the widget, and are controlled by the third parties.
- *UTM codes:* These are strings that can appear in a URL (the “Uniform Resource Locator”, which is typically the http or https address entered to go to a web page) when a user moves from one web page or website to another, where the string can represent information about browsing, such as which advertisement, page, or publisher sent the user to the receiving website.

2.2 Our use of Cookie Technologies

We use Cookie Technologies to recognise your logged-in state on our Services, to understand what purchases customers and visitors are interested in, to make our Site function for you, and to help your browsing experience and use of the Services feel more customised. More specifically, we use Cookie Technologies for the following:

Necessary - security and authentication.

- We may use Cookie Technologies that are necessary to the operation of our Services. This includes technologies that allow you access to our Services, that are required to identify irregular site behaviour, prevent fraudulent activity and improve security, or that allow you to make use of our functions such as shopping carts or identifying you when you sign into our Services.

Account and User Preferences

- We may use Cookie Technologies that allow us to offer you enhanced functionality when accessing or using our Services. This may include keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our Services and customising content based on how you use them.

Statistics

- We may use Cookie Technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how our visitors use our Services, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our Services.

Advertising

- We may use first-party or third-party Cookie Technologies to deliver content, including ads relevant to your interests, on our Services or on third-party sites. This includes using technologies to understand the usefulness to you of the advertisements and content that has been delivered to you, such as whether you have clicked on an advertisement.
- For audience targeting, we may share hashed identifiers that represent an email address or name with our partners Google and/or Microsoft Advertising and/or Facebook so they can provide us with audiences

interested in specific types of products and services. Google and/or Microsoft Advertising and/or Facebook will only provide this information, and can only identify you, based on their separate policies and agreements with their users.

Social Networks

- Some technologies help you to interact with social networks you are signed into while using the Services, such as sharing content with the social network, logging in with the social network, and other features you employ with the social network, or that are allowed in the social network's privacy policy. These may be set and controlled by the social networks, and your preferences with those social networks.
- Social networks may also work with us for analytics or for marketing purposes. You may be able to manage your privacy preferences for these social networks and their tools and widgets via your account with the social network.
- To the extent that we are solely responsible for the processing of your personal data in accordance with the [Facebook Terms](#), Facebook exclusively acts on our behalf on the basis of an applicable [data processing agreement](#). With regard to processing activities which we jointly control with Facebook, we have entered into a [joint control agreement](#) with Facebook in order to determine the mutual responsibilities for the fulfilment of data privacy obligations with regards to the joint processing.

2.3. Services in the Apps (SDKs)

The Apps may include third-party application software development kits ("SDKs") that provide mobile performance and analytics data, bug reporting features, and application program interfaces ("APIs") to third parties that help provide the Services, for social media functionality, and for marketing and advertising.

2.4. Managing Your Cookie Technology Preferences

You have the ability to control the use of certain Cookie Technologies. You can accept or decline third-party marketing Cookie Technologies via the cookie preferences link available at the bottom of most Site pages and via account details in the App. You can change or withdraw your consent via the cookie preferences at any time.

Browser settings

In addition, when you use our Services via a browser, you can change your web browser's settings to reflect your cookie preferences. Each browser is a little different, but usually these settings are under the "options" or "preferences" menu. The links below provide information about cookie settings for the browsers supported by Bloomon:

- [Microsoft Edge](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Chrome](#)
- [Safari](#)

Please note that you may not be able to use certain Bloomon services when you deactivate cookies (e.g., the "resuming orders" or 'Thoughtful Marketing preferences' function). You may also need to log in more frequently during your browser sessions.

Third-Party Networks

We may work with third-party companies, such as ad networks and ad exchange programs, to enable us to display advertisements for you. In accordance with your cookie preferences, the operators of these external ad networks and exchange programs may place their third-party Cookie Technologies to collect information. They may also collect your device ID, IP address, IDFA (ID for Advertising) or Android ID. The information collected by these third parties may be used to assist us in targeting/retargeting advertisements that are more relevant to you through our or third-party websites, services, applications and tools. For these third-party Cookie Technologies their privacy statements apply.

Third-Party Tools

Various third parties provide browser plug-ins and apps that can help provide you information on and limit or block third-party cookies, web beacons, and some Javascript-based technologies.

Both Google and Facebook provide tools to control use of advertising on their respective platforms, including advertising on and with us. More information

can be found in your account settings on the respective platforms, including in Google's Privacy Centre and in Facebook's Ad Settings.

Mobile Device Settings

If you access our Services through the Apps, you may also control interest-based advertising on an iOS or Android device via the option "Tracking" in the privacy section of the Settings App on iOS or via the settings on Android-based devices (under "Google Settings" or "Privacy"). This will not prevent you from seeing advertisements but will limit the use of device advertising identifiers to personalise ads based on your interests.

Settings for Google Analytics

For Google Analytics Advertising Features, you can also [opt-out](#) through [Google Ads Settings](#), Ad Settings for mobile apps, or any other available means. Google also provides a Google Analytics [opt-out plug-in](#) for the web.

2.5 Use of analysis tools

Google Analytics

We use Google Analytics, a web analysis service from Google Ireland Limited ("Google") to continuously improve our Services. Google Analytics uses cookies that are stored on your computer and similar technology that enable the analysis of your use of our Services. Information about your use of our online services (including your IP address) is sent to a Google server in Europe (or in a member state of the European Economic Area Agreement) to make the IP address anonymous so that it cannot be traced back to any individual (so-called IP masking). Only after the IP address has been anonymised will the shortened IP address be transmitted to a Google server in the USA and stored there. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there.

Google will use this information on our behalf to evaluate your use of the Services, to compile reports on website activity and to provide us with other services relating to website activity and internet usage. Your IP address will not be merged with any other data held by Google.

We also use Google Analytics reports to evaluate information on demographic characteristics (e.g., age and gender) and interests of our website visitors and

with regard to the success of our advertising on other websites (e.g. number of impressions, clicks on ads), which we receive via third-party cookies and process in Google Analytics. The third-party providers have obtained this information through interest-related advertising. We also use this information for targeting and retargeting purposes to provide content tailored to your interests, including advertisements, on our and other websites or to have such content provided by third parties (in connection with the use of third-party cookies).

Further information about Google Analytics can be found in the [terms of use](#) and in the [privacy policy](#) of Google.

Google Optimize

We also use Google Optimize, a service provided by Google LLC which allows us to test and optimize the user interface and the quality of the content on our websites.

2.6. Contact Us

Except for the use of Cookies Technologies by our service providers or other authorised third parties, we do not permit any third-party content on sites to include or utilise any cookies, web beacons, local storage, or similar technologies for tracking purposes or to collect your personal information for their own purposes. If you believe other third-party content might be collecting personal information or using tracking technologies on one of our sites, please report it to privacy@bloomon.nl.

If you have questions about the use of Cookie Technologies at Bloomon, please see the “Contact” section of our Privacy Statement.

