

## **Cookies Policy**

### **What are cookies?**

Like most websites, Top Tops 4 Fashion uses cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smart 'phones or 'tablets') as you browse this website. They are used to 'remember' when your computer or device accesses our websites. Cookies are essential for the effective operation of our websites and to help you shop with us online. They are also used to tailor the products and services offered and advertised to you, both on our websites and elsewhere.

### **Information collected**

Some cookies collect information about browsing and purchasing behaviour when you access this website via the same computer or device. This includes information about pages viewed, products purchased and your journey around a website. We do not use cookies to collect or record information on your name, address or other contact details. Top Tops 4 Fashion can use cookies to monitor your browsing and purchasing behaviour.

### **How are cookies managed?**

The cookies stored on your computer or other device when you access our websites are designed by:

- Top Tops 4 Fashion, or on behalf of Top Tops 4 Fashion, and are necessary to enable you to a make purchases on our website;
- third parties who participate with us in marketing programmes; and
- third parties who broadcast web banner advertisements on behalf of Top Tops 4 Fashion.

### **What are cookies used for?**

The main purposes for which cookies are used are: -

1. For technical purposes essential to effective operation of our websites, particularly in relation to on-line transactions and site navigation.
2. For Top Tops 4 Fashion to market to you, particularly web banner advertisements and targeted updates.
3. To enable Top Tops 4 Fashion to collect information about your browsing and shopping patterns, including to monitor the success of campaigns, competitions etc.
4. To enable Top Tops 4 Fashion meet its contractual obligations to make payments to third parties when a product is purchased by someone who has visited our website from a site operated by those parties.

### **How do I disable cookies?**

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below: -

**For Microsoft Internet Explorer:**

1. Choose the menu "tools" then "Internet Options"
2. Click on the "privacy" tab
3. Select the setting the appropriate setting

**For Google Chrome:**

1. Choose Settings > Advanced
2. Under "Privacy and security," click "Content settings".
3. Click "Cookies"

**For Safari:**

1. Choose Preferences > Privacy
2. Click on "Remove all Website Data"

**For Mozilla firefox:**

1. Choose the menu "tools" then "Options"
2. Click on the icon "privacy"
3. Find the menu "cookie" and select the relevant options

**For Opera 6.0 and further:**

1. Choose the menu Files" > "Preferences"
2. Privacy

**What happens if I disable cookies?**

This depends on which cookies you disable, but in general the website may not operate properly if cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases on our sites. If you disable all cookies, you will be unable to complete a purchase on our sites.

**Top Tops 4 Fashion & Google Analytics:**

When someone visits the Top Tops 4 Fashion website, we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.