

Cookies

For a general overview of how we collect, use and protect information about you on our website, please visit our [privacy policy](#).

1. Introduction to cookies

Cookies are small text files which are transferred from our website, product or service and stored on your computer's hard drive. They are widely used in order to make websites work, or work more efficiently, as well as to provide general usage information to the owners of the site.

The cookies used by Direct Medical can be split into categories which based on the International Chamber of Commerce (ICC UK) guidance:

1. Strictly necessary cookies

These are cookies needed for our website, and other services to function properly. For example, these cookies allow you to access secure areas of our website or to use the shopping basket facility.

2. Functional Cookies

These cookies allow our websites, products and services to remember choices you make (such as your user name, when you last logged in, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.

3. Performance cookies

These cookies collect information about how visitors use our website, products and services, for instance which pages visitors go to most often, and if they get error messages or broken links. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our website, products and services work.

4. Targeting or advertising cookies

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operators' permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

2. Cookies used on the directmedical.uk.com website.

Here is a list of all the cookies that we use on our website. If you would like more information about the cookies we use or think that we have missed a cookie, please let us know.

We use the following "strictly necessary" cookies:

Session Cookies

This is a temporary cookie file used to retain your log in session when searching and purchasing with us. It is erased when you close your web browser. When you restart your browser and revisit our site, the website will not recognize you.

We use the following "functional" cookie:

Search cookie

This cookie remembers you when you are logged into our site. It is erased when you close your web browser. When you restart your browser and revisit our site, the website will not recognize you.

Performance cookie

We do not use "performance" cookies

3. Google analytics

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. 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. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. 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, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above." You can find out more about this service at <http://www.google.com/analytics>

4. 3rd Party cookies

We do not use third party cookies.

5. Flash cookie

We may, at some point, use Flash player to deliver content such as product demonstration videos. Flash cookies provide features such as auto resume and saving your preferences. You can delete or disable flash cookies. The Adobe website provide comprehensive information about this – see <http://www.adobe.com/security/flashplayer>

6. Youtube

We may embed videos from a YouTube channel and this may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit <http://www.google.co.uk/intl/en/policies/privacy>

7. Controlling the use of cookies on your computer

Most web browsers allow some control to restrict or block cookies if you wish, however if you disable cookies you may find this affects your ability to use certain parts of our website, products

or services. For more information on this topic, you can visit the Internet Advertising Bureau website www.youronlinechoices.co.uk.