

COOKIES NOTICE

The Institute of Masters of Wine

This Cookie Notice (“**Notice**”) explains how the Institute of Masters of Wine (our registered company number is 1059707) “**we**”, “**our**”, “**us**”) uses cookies and other tracking technologies through our website <https://www.mastersofwine.org/>. This is to be read alongside our Privacy Notice (<https://www.activemw.com/wp-content/uploads/2019/08/Privacy.pdf>) which explains how we use personal information.

If you do not accept our use of cookies please set your browser to reject them.

1. What are cookies?

Like most websites, our website use cookies.

Cookies are small text files that are placed on your computer, laptop and/or mobile device, that contain details of your browsing history on the website and distinguish you from other users. They are widely used and help to provide you with relevant and personalised content and advertising, and help make websites work more efficiently. Your browser sends cookies back to the website every time you visit, so it can recognise you and can tailor what you see on the screen.

You can find out more about cookies at www.allaboutcookies.org.

2. Why do we use cookies?

1. To **let you do things on our website** – for example, cookies enable you to log in to secure areas of our website, fill in application forms or view content.
2. To collect **anonymous statistics** – the information collected by cookies enables us to improve the website through usage figures and patterns. For example, it is really useful to see which pages of the website – and therefore which of our services – are the most popular and how users are interacting with them.
3. To **improve your experience of our website** – for example, to prevent you having to re-enter details when you have already done so, or by ensuring that users can find what they are looking for easily.
4. To **ensure that our website is secure** – for example, to make sure that personal information that you give to us does not fall into the wrong hands.
5. To **provide you with information and content which we think is relevant to you** – for example, to work with our partners to serve you with targeted advertising.

The table below provides more information about the cookies we use and why.

Name of cookie	Provider	Purpose of the cookie	Duration
_gat_gtag_UA_10181566_9	Google	Google uses this cookie to distinguish users.	1 minute

_gid	Google	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day
_ga		This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assigns a randomly generated number to identify unique visitors.	2 years
woocommerce_cart_hash	woocommerce	Helps WooCommerce determine when cart contents/data changes.	Session
woocommerce_items_in_cart	woocommerce	Helps WooCommerce determine when cart contents/data changes.	Session
wp_woocommerce_session_	woocommerce	Contains a unique code for each customer so that it knows where to find the cart data in the database for each customer.	2 days
woocommerce_recently_viewed	woocommerce	Powers the Recent Viewed Products widget.	Session
store_notice[notice id]	woocommerce	Allows customers to dismiss the Store Notice.	Session
woocommerce_snooze_suggestions__[suggestion]	woocommerce	Allows dashboard users to dismiss Marketplace suggestions, if enabled.	2 Days
woocommerce_dismissed_suggestions__[context]	woocommerce	Count of suggestion dismissals, if enabled.	1 month
tk_ai	woocommerce	Stores a randomly-generated anonymous ID. This is only used within the dashboard (/wp-admin) area and is used for usage tracking, if enabled.	Session

We also use some cookies which are strictly necessary in order for you to use our services available on our website.

3. Website cookie acceptance

By clicking the 'Accept' button when you visit the website you consent to our use of cookies as updated from time to time. In particular, you consent to cookies being stored on your computer and/or mobile device (unless rejected or disabled by your browser).

4. Turning cookies off

Internet browsers normally accept cookies by default. However, most browsers let you turn off either all or third-party cookies. What you are able to do depends on which browser you are using. If you do not accept our use of cookies as set out above please set your browser to reject cookies. However, please be aware that this may impair or limit your ability to use our website. The option to do this is usually found in the options, settings or preferences menu of your browser or mobile device.

You may opt-out of Google's analytics cookies by visiting Google's opt-out page - <https://tools.google.com/dlpage/gaoptout>.

Click on the links below to find out how to change your cookie settings in:

[Internet explorer](#)

[Firefox](#)

[Chrome](#)

[Safari](#)

[Opera](#)

[iPhone and iPad](#)

[Samsung](#)

5. Information about online advertising

The advertising companies we work with generally use cookies and similar tracking technologies as part of their services. To learn more about how advertisers generally use cookies and the choices they offer, and the steps you can take to choose which cookies you can accept or reject, you can review the website of the [European Interactive Digital Alliance](#).

In addition, there is software available which enables you to use settings that allow you to choose which cookies are set on your computer or mobile device, such as the [Ghostery app](#).]

6. Updating this Notice

We may update our use of cookies from time to time and consequently we may update this Notice. We therefore recommend that you check this Notice regularly. We aim to notify you of any significant changes by way of a notice on our website or by contacting you directly when reasonably possible.

Date 18/09/2019