

# Cookie policy

We use cookies and similar tools on our website, [www.doggytailfriends.com](http://www.doggytailfriends.com) to improve their performance and enhance your user experience. This policy explains how we do that.

What are cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. We use the term “cookies” in this policy to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your username and preferences, analyse how well the website is performing, or even allow us to recommend content we believe will be most relevant to you.

Certain cookies contain personal information – for example, if you click to “remember me” when logging in, a cookie will store your user identifier. Most cookies will not collect information that identifies you, but will instead collect more general information such as how users arrive at and use the website.

The Cookies we use

At the date of the last update of this Cookie Policy, the list below represents a comprehensive list of all cookies set on the Platform, but please note that the cookies we use are subject to fairly frequent change. The purposes of the cookies in use, as described below will not change without this policy being updated. However we may not update this policy every time the identity of a particular cookie or the party setting the cookie changes.

Category: Strictly necessary

Party: Doggytail friends

Purpose: Doggytail friends cookies to enable the essential features of the website, such as the navigation system, signing up for the service, subscribing, verifying and messaging.

Category: Analytical / Performance

Parties: Amplitude, Hotjar, Segment, Google Analytics, Optimizely, Improvely

Purpose: These cookies are used to analyse data from users' visits in order to help us improve the service or create and analyse content tests to allow us to optimise the experience for future users.

Category: Functionality

Party: [doggytailfriends.com](https://doggytailfriends.com)

Purpose: doggytail friends uses functionality cookies to improve the experience for its users. For example, to save users from having to remember their username, we use a cookie to remember this information.

Category: Advertising

Parties: Google Adwords, Facebook, DoubleClick, Affiliate Window, Improvely

Purpose: doggytail friends uses paid advertising in order to recruit new customers. These paid advertising channels will set cookies so that we can measure the effectiveness of this advertising.

Can you block cookies?

It is possible to block cookies, although remember that if you do choose to disable cookies, you may find that certain sections of the Platform do not work properly.

However, if you do wish to disable cookies then you can do so by amending the settings within your browser or mobile device. The links below show you how to disable cookies in some common browsers:

Google Chrome

Mozilla Firefox

Internet Explorer

Safari browser

Opera

## More Information

More detail on how businesses use cookies is available at <http://www.allaboutcookies.org>. If you have any queries regarding this Cookie Policy please contact our Privacy Officer via our contact form.