

COOKIES POLICY

This website uses cookies which help us to provide you with the best user experience when you access the Trent Furniture website.

WHAT ARE COOKIES?

A cookie is a small text file which asks permission to be placed on your computer's hard drive by websites you visit. They are widely used to make websites work and to function more effectively. Without some of these cookies, the website simply would not work. Other cookies perform functions like recognising you each time you visit the site or helping our team to understand which parts of the site you find most interesting and useful.

A cookie in no way gives us access to your computer or any personally identifiable information about you, other than the data you choose to share with us.

A cookie will typically contain a record of the website which issued it, its own name, and a value which is often a randomly generated unique number. A cookie will have a 'lifetime', which tells your browser when to delete it.

COOKIE TYPES

Different cookies are used for different purposes. The most common ones are as follows:

Strictly necessary cookies	These cookies are required for the operation of our website. They include, for example, cookies that enable you to use a shopping cart or make use of e-billing services.
Analytical / performance cookies	These cookies allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These cookies are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
Targeting cookies	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

There are also several different types of cookie. These are the most common ones:

Session cookies	Session cookies only last for the duration of your website visit. A web browser normally deletes session cookies when it quits.
Persistent cookies	Persistent cookies will outlast user sessions. If a persistent cookie has its maximum age set to 1 year, then, within the year, the initial value set in that cookie would be sent back to the server every time the user visited the server. This could be used to record a piece of information such as how the user initially came to this website. For this reason persistent cookies are also called tracking cookies.
Secure cookies	Secure cookies are only used when a browser is visiting a server via HTTPS, ensuring that the cookie is always encrypted when transmitting from client to server.
First-party cookies	First-party cookies are cookies set with the same domain (or its subdomain) in the browser's address bar.

Third-party cookies	Third-party cookies are cookies set with different domains from the one shown on the address bar (i.e. the web pages on that domain may feature content from a third-party domain - e.g. Google Maps or YouTube). Privacy setting options in most modern web browsers allow you to block third-party tracking cookies.
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THE COOKIES WE USE

The table below provides an overview of the cookies used on our website, including details of who sets each cookie, its purpose, when it expires, and, if relevant, how you can find out further information.

Name	1st or 3rd party (if 3rd party, who?)	What is the purpose of the cookie?	Lifetime	Further information
ASP.NET_SessionId	1 st	This cookie is a key part to the functionality of the website. It allows for things like products to be stored in a basket and for the checkout process to function	End of session	
productsViewed-TrentFurniture	1 st	This cookie stores the 4 most recent products the customer has viewed on the site so that they can be shown on the homepage	1 month	
_ga	1 st	This cookie is associated with Google Analytics tracking code for tracking site traffic and optimising the website for the user	2 years	
_gali			1 minute	
_gat			1 minute	
_gid			24 hours	
_uetsid	1 st	This cookie is associated with Bing tracking code for tracking site traffic and optimising the website for the user	30 minutes	
__atuvs	3 rd (AddThis)	This cookie is associated with the AddThis social sharing widget which is used on the website to allow users to share the page via social media	1 minute	
adiV	3 rd (ResponseTap)	This cookie is associated with the ResponseTap plugin	1 year	

		used on the website. This allows telephone calls made to the company as a result of a visit to the website to be tracked		
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THE LAW

The principal law which governs how websites use cookies and similar technologies when storing information on a user's equipment, such as their computer or mobile device, is the Privacy and Electronic Communications (EC Directive) Regulations. The regulations were amended on 26 May 2011.

Regulation 6 covers the use of electronic communications networks to store information (e.g. cookies) or to gain access to information stored in the terminal equipment of a subscriber or user. The change in the law was prompted by concerns about online tracking of individuals and is intended to protect the privacy of users by requiring their knowledge and agreement to the use of cookies, even where the information collected is not directly personally identifiable.

YOUR CHOICE

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer and you can also view and/or delete cookies already on your computer although this will depend on the particular web browser that you use.

Please note that cookies are essential to the effective functioning of some of the services we offer online. If you disable cookies, a number of important functions and services will be unavailable to you and our websites may not operate correctly in your browser.

SUMMARY OF TERMS

Browser - software used to locate and display Web pages

Cookies - files stored on the user's machine which are designed to identify users and collect user information

IP address - the Internet Protocol address is an identifier allocated to a computer using the Web. IP addresses may be static (a particular computer always has the same address) or dynamic (the address is different each time the computer connects to the Web)