

Provided by AO Retail Ltd.
trading as Mobile Phones Direct.

Cookie Policy

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Mobile Phones Direct uses cookies to provide you with the best possible online shopping experience.

What is a Cookie?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device. Cookies do lots of different jobs - everything from allowing you to move from page to page in a website and remembering your preferences to supporting the placement of a relevant advertisement. When you visit www.mobilephonesdirect.co.uk, various cookies may be placed on your device. Some of these are essential; our website will simply not work without them. Others are not integral to the service.

We've provided more details about different types of cookies, how we and our partners use them and how you can manage your cookie choices below.

Cookie Types and How We Use Them

There are five main types of cookies. A description of the different types and how Mobile Phones Direct and its third-party partners use each one appears below.

- **Strictly Necessary**

These cookies are essential to enable you to move around Mobile Phones Direct and use its features, such as accessing secure areas, adding items to your shopping basket and placing an order. These cookies do not contain personal information about you; however, if you choose not to enable these cookies, it will affect the performance of the website, or parts of it.

- **Performance**

These cookies help us understand how visitors interact with Mobile Phones Direct by providing information about the pages visited, the time spent on the website, the journey taken throughout the site, etc. in addition to any issues experienced, such as error messages. These cookies do not collect information about you - all the information collected is anonymous and aggregated. It is only used to help us understand how to improve the performance of the website.

- **Functionality**

These cookies are used to provide services or to remember settings that you saved, to improve the experience of using Mobile Phones Direct. The information that these cookies allow us to collect, includes personally identifiable information that you have disclosed, such as your username. We shall always be transparent with you about what information we collect, what we do with it and with whom we share it. If you choose not to enable these cookies, it will affect the performance and functionality of the website, or parts of it, and will restrict access to the website's content.

- **Targeting / Advertising**

These cookies are used by third-party service providers that we use to help us to manage advertising campaigns. These include re-targeting cookies, which allow us to serve advertising to you after you have left our site, based on your activity on www.mobilephonesdirect.co.uk. These cookies allow these third-party service providers to:

- Limit the number of times you see any given advertisement
- Measure the effectiveness of the advertising campaign
- Present you with advertisements which are more relevant to you and your interests, including advertisements for Mobile Phones Direct.

- **Other Third-Party Cookies**

In addition to cookies set by Mobile Phones Direct and our third-party service providers and partners, cookies may be set by other third parties while visiting the Website. For example, if you visit a page with content embedded from an advertising network, a video streaming service or another source (e.g. YouTube, Facebook) they may set their own cookies on your web browser. These anonymous cookies may be set by that third

party to track the success of their application (that is, count how many times it has been used or viewed) or to customise their application to you.

We advertise our site on Google websites using the Google Adwords technology tools. Google may show you ads based on many factors, including:

- Types of websites you visit, and mobile apps you have on your device
- Cookies on your browser and the settings in your Google Account
- Websites and apps you've visited that belong to businesses that advertise with Google
- Your activity on another device
- Previous interactions with Google's ads or advertising services
- Your Google Account activity and information
- When showing you personalized ads, Google will not associate an identifier from cookies or similar technologies with sensitive categories, such as those based on race, religion, sexual orientation, or health.

Social Networks

If you 'share' Mobile Phones Direct content on social networks - such as Facebook and Twitter - you will be sent cookies from these websites. We do not control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

Managing Your Cookies

Some cookies are essential for Mobile Phones Direct to function and others are not. You always have the option to set your browser settings to reject all cookies. You can see [here](#) for more information on how to adjust your browser settings. If you do reject all cookies, however, our Website will not work. If you delete your cookies, you must update your preferences with us again. In addition, some features of our Website will not work temporarily.