

For more information about how we may use personal data, please read our [privacy policy](#).

What is a cookie?

A cookie is a small file that can be placed on your device. It is sent to your browser and stored on your computer's hard drive, tablet or mobile device. When you visit our sites or apps it can allow us to recognise and remember you.

Technologies similar to cookies

Technologies that store or access information on a user's device are similar to cookies and also covered by this policy. These technologies may include:

- **Device fingerprinting** – using a set of information without relying on cookies in order to identify a particular device.
- **Local storage** – storage of data in the local device's cache, for example to load content quicker.
- **Pixels** – a small pixel graphic which is used to track user behaviour, site conversions etc.
- **Scripts** – small computer programs embedded within websites that give them extra functionality but may access user devices.

In this policy we call all cookies and similar technologies “**cookies**”, for ease.

First-party and third -party cookies

There are different types of cookies:

- **First-party cookies** – cookies that are set by Arcton when you use our site
- **Third-party cookies** – cookies that are set by other parties or organisations (other than Arcton) when you use our site. Some Arcton web pages may also contain content from or link to other sites which may set their own cookies. If you share a link to our website, the service you share it on may set a cookie on your browser.

How do we use cookies?

We use cookies in a range of ways to improve your experience on our sites or apps (“site”), including:

- Keeping you signed in
- Understanding how you use our site, for instance how long you stay on a page or which part of our website you read next
- Delivering content to you
- Reminding you to complete our onboarding process
- Reminding you to complete a purchase
- Processing payments and refunds

- **Monitoring** how users interact with pages on our site to identify and remedy interface issues

In the next sections, we explain in more detail how cookies on our site may be useful, as well as when and where you can control them.

What types of cookies do we use?

We use three types of cookies:

- **Strictly Necessary** – These cookies are essential to provide you with services you have requested, which means they cannot be switched off through the privacy settings link. For example, strictly necessary cookies make it possible for you to stay logged into your Arcton account. If you set your browser to block these cookies, then these functions and services will not work for you. In particular, we won't be able to save your preferences about cookies. Furthermore we may use bot detection cookies (such as "_cf_bm" and cookies for CAPTCHA), and a load balancing cookie (_cflb). We do this in order to identify malicious visitors to our websites, to assist with web-traffic filtration, and to reduce the chance of blocking legitimate users.
- **Performance** – These cookies measure how often you visit our sites and how you use them. We use this information to get a better sense of how you engage with our sites and to improve our sites and apps so that you have a better experience. For example, we collect information about which of our pages are most frequently visited, and by which types of users.
- **Functionality** – These cookies are used to recognise you and remember your preferences or settings when you return to our site so that we can provide you with a more personalised experience. For example, your preferred interface language.

How long do cookies last?

- **Session cookies** – These cookies only last as long as your online session and expire when you close your browser such as Internet Explorer or Safari
- **Persistent cookies** – These cookies stay on your device after your browser has been closed and last for a time specified in the cookie (but not longer than 13 months). We use these cookies when we need to remember you for more than one browsing session, for instance to remember your preferences from one visit to the next.