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## PUMA ELECTRONICS LTD WEBSITE COOKIE POLICY

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### BACKGROUND:

This websites pumaelectronics.com and pumaportal.com (“Our Sites”) uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Sites by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Sites. If you do not agree to Our Cookie Policy, please stop using Our Sites immediately.

### 1. Definitions and Interpretation

1.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

<b>“Cookie”</b>	means a small file placed on your computer or device by Our Sites when you visit certain parts of Our Sites and/or when you use certain features of Our Sites;
<b>“Cookie Law”</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation (“GDPR”);
<b>“personal data”</b>	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by EU Regulation 2016/679 General Data Protection Regulation (“GDPR”); and
<b>“We/Us/Our”</b>	means Puma Electronics Limited , a limited company registered in England under company number 08843118 , whose registered address is The Robbins Building, Albert Street, Rugby, Warwickshire, CV21 2SD .

### 2. Information About Us

1.1 Our Sites is operated by Us.

1.2 Our Data Protection Officer can be contacted by email at [info@pumaelectronics.com](mailto:info@pumaelectronics.com), or by post at The Robbins Building, Albert Street, Rugby, Warwickshire, CV21 2SD.

1.3 We are regulated by the Information Commissioner’s Office.

### 3. How Does Our Sites Use Cookies?

1.1 Our Sites may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Sites and to provide and improve Our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your

privacy and personal data is protected and respected at all times.

- 1.2 By using Our Sites, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Sites for advertising services. For more details, please refer to section 4 below.
- 1.3 All Cookies used by and on Our Sites are used in accordance with current Cookie Law. We may use any or all of the following types of Cookie:
  - 3.a.1 **Strictly Necessary Cookies**

A Cookie falls into this category if it is essential to the operation of Our Sites, supporting functions such as logging in, your shopping basket, and payment transactions.
  - 3.a.2 **Analytics Cookies**

It is important for Us to understand how you use Our Sites, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Sites and your experience of it.
  - 3.a.3 **Functionality Cookies**

Functionality Cookies enable Us to provide additional functions to you on Our Sites such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.
  - 3.a.4 **Targeting Cookies**

It is important for Us to know when and how often you visit Our Sites, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Sites and advertising more relevant to your interests.
  - 3.a.5 **Third Party Cookies**

Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Sites, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).
  - 3.a.6 **Persistent Cookies**

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Sites.
  - 3.a.7 **Session Cookies**

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Sites until you close your browser. Session Cookies are deleted when you close your browser.
- 1.4 Cookies on Our Sites are not permanent and will expire as indicated in the table below.

- 1.5 For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy .
- 1.6 For more specific details of the Cookies that We use, please refer to the table below.

#### 4. **What Cookies Does Our Sites Use?**

- 1.1 We do not use any first party cookies.
- 1.2 We do not use any third party cookies.

#### 5. **Consent and Control**

- 1.1 Before Cookies are placed on your computer or device, you will be shown a prompt requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Sites may not function fully or as intended.
- 1.2 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 1.3 The links below provide instructions on how to control Cookies in all mainstream browsers:
  - 3.a.1 Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
  - 3.a.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>
  - 3.a.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
  - 3.a.4 Safari (macOS): [https://support.apple.com/kb/PH21411?viewlocale=en\\_GB&locale=en\\_GB](https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB)
  - 3.a.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>
  - 3.a.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
  - 3.a.7 Android: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

#### 6. **Changes to this Cookie Policy**

- 1.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Sites after the changes have been

made. You are therefore advised to check this page from time to time.

- 1.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

## 7. **Further Information**

- 1.1 If you would like to know more about how We use Cookies, please contact Us at [info@pumaelectronics.com](mailto:info@pumaelectronics.com), or by post at The Robbins Building, Albert Street, Rugby, Warwickshire, CV21 2SD.
- 1.2 For more information about privacy, data protection and our terms and conditions, please read Our Privacy Policy and Terms and Conditions of Use.