

M L Rice
COOKIE NOTICE

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WHAT IS THIS NOTICE ABOUT?

This Cookie Notice explains how we use “cookies” and similar technologies (such as “web beacons,” “pixels” or “tags”) on the M L Rice website at www.mlrice.co.uk (“**Site**”) [and in our emails (such emails and our Site together being the “**Service**”)]. It is designed to assist you in making informed decisions when using our Site. Please take a moment to read and understand this Cookie Notice. This Cookie Notice should also be read in conjunction with our [Privacy Notice](#).

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1. WHAT ARE COOKIES AND SIMILAR TECHNOLOGIES?

Cookies are very small text files or pieces of code, which often include an anonymous unique identifier. When you visit a website, the website will request to store this text file on your device in order to remember information about you, such as your language preference or login information. Other information gathered through cookies may include the date and time of visits and how you are using the particular website.

We also use similar technologies to cookies known as “web beacons”, “pixels” or “tags”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content on a webpage or in an email.

For the purposes of the remaining sections of this Cookie Notice, we refer to all cookies and similar technologies using the above features as “cookies”.

We use “first-party cookies” and “third-party cookies” in connection with our Site. First-party cookies are cookies placed by us to collect information about you. Third-party cookies are cookies placed by third-party website operators. Information about you collected by those third-party cookies will be shared with the relevant third party. Please refer to the relevant third-party website operator’s privacy notice for more details about the information they collect and how they use it.

Our Site may also link to third-party websites, which are not operated by us. Where you follow links from our Site to the website of a third party, that website may place different cookies on your device. You should check the relevant privacy notice and/or cookie notice for more information about how that third party uses cookies.

You should be aware that applications you use to access our Site, such as your website browser, may also place cookies on your device when visiting our Site, or other websites. An example of this would be where you sign in to Google Chrome using a Google Account (see Section 6 below). We do not have control over these third-party cookies, so you will need to manage these cookies in the settings of the relevant applications.

For more details on cookies and similar technologies generally, please visit [All About Cookies](#).

2. HOW LONG DO COOKIES LAST?

All cookies have expiration dates that determine how long they stay in your browser:

Session Cookies – these are temporary cookies that are placed on your device during your browsing session and then expire (and are automatically erased) whenever you close your browser.

Persistent Cookies – these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date, or until you manually delete them (see Section 5 below).

3. WHICH COOKIES DO WE USE ON OUR SITE?

We use the following types of cookies:

Essential Cookies – Essential cookies are those cookies which a website could not operate without. Essential cookies include cookies such as login cookies and shopping cart cookies.

Functionality Cookies – These cookies recognise you when you return to a website, remember your preferences and provide enhanced, more personalised features.

Security, Site and Product Integrity Cookies – These cookies help keep your account, data and the Site safe and secure. Such cookies can help us identify and impose additional security measures when someone may be attempting to access a Site account without authorisation, for instance, by rapidly guessing different passwords. These cookies also store information that allows us to recover your account in the event you have forgotten your password or to require additional authorisation if you tell us your account has been hacked.

Analytics/Performance Cookies – Analytics cookies, along with other information, allow websites to calculate the aggregate number of people using a website and which features of a website are most popular. This information is generally used to improve the website and the way visitors are able to move around it.

Social Media Cookies – These cookies are used to personalise your interaction with social media, such as Twitter, Facebook, Instagram, LinkedIn and YouTube. Such cookies recognise users of those social media sites when you view social media content on a website. They also allow you to quickly share content across social media, through the use of simple “sharing” buttons. Some websites may also contain features that enable you to use your social media account to sign in and create/maintain an account with the website you are visiting and to enable the website operator to store your content. This involves the use of cookies.

Targeting Cookies – Targeting cookies (also known as advertising cookies) help us to deliver our adverts when you visit other websites, such as news websites. This is known as ‘retargeting’. This technique helps to ensure that the ads you receive are more relevant to you and your interests. These cookies help to measure the effectiveness of an ad (for example, by reporting whether you have clicked on it) and can also limit the number of times that you see an ad (for example, if you see it twice but don’t click on it, you may not see it again). These cookies are usually placed by advertising networks that we and other advertisers work with to deliver ads. They remember that you have visited a website and this information is shared with other ad networks to show you relevant ads.

To see which individual cookies we use on our Site, and the purposes for which they are used, please visit our [Preference Centre](#), where you can also review and manage your cookie consent preferences whenever you wish.

4. IS CONSENT NEEDED TO USE COOKIES?

Non-essential Cookies – We may only store and access non-essential cookies on your device with your permission. You are not obliged to give consent to our use of non-essential cookies. If you do give your consent and then change your mind, you can either update your preferences in our [Preference Centre](#) or block or delete them (see Section 5 below).

Essential Cookies – We do not need your consent to store and access essential cookies on your device. This is because they are essential to the operation of the Site. However, you can still block or delete them, although doing so can impact your use of the Site by making certain features and functionality of the Site unavailable to you (see Section 5 below).

5. HOW DO I REFUSE, BLOCK OR DELETE COOKIES?

There are various ways that you can manage your cookie preferences, but in order to use some parts of our Site you will need to allow certain essential or functional cookies. If you block or subsequently delete those cookies, some aspects of our Site may not work as intended and you may not be able to access all or part of our Site.

Your options for managing your cookie preferences are set out below:

[Through the Cookie Preference Centre on our Site](#)

When you access our Site, we will ask you to provide consent for our use of non-essential cookies. We may repeat this request on subsequent visits to our Site, for example if you delete cookies from your browser or we need to request new consents from you.

When we seek your consent, you will either be able to provide consent for all non-essential cookies that we would like to use, or you can tailor your cookie preferences (provide consent for some but not all non-essential cookies) using our [Preference Centre](#). You can also change your preferences and/or withdraw consent at any time by visiting our [Preference Centre](#).

Just as a reminder, where cookies are essential to the operation of our Site, we can use these without your consent and they cannot be managed using our [Preference Centre](#).

[Using your browser settings or other tools](#)

You can block the use of cookies generally (not just in respect of our Site) by activating the relevant settings in your browser. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

Further, if you do not want to be tracked by Google Analytics, you can install the Google Analytics opt-out browser add-on (but this will only work on certain browsers). For further information on Google Analytics and its use of cookies, please consult the Google Analytics Cookie Notice, which you can find on Google's website.

6. WHAT ABOUT GOOGLE CHROME OR OTHER BROWSER COOKIES?

Separately to our use of Google Analytics cookies, when you access the Site via Google applications such as Google Chrome, Google may collect user information for the purpose of Google serving personalised advertising across your devices. Google is able to place these advertising cookies on the devices used by visitors to the Site because we use Google services to run the Site. However, these cookies are dropped for Google's own purposes and as such we do not have any control over how or when they are dropped. You will need to opt out of receiving these cookies via your Google settings. You can find further information about these cookies on Google's website, by visiting <https://policies.google.com/technologies/cookies?hl=en-US#types-of-cookies>. Please note that other browsers may use similar tools.

7. WHAT TECHNOLOGIES ARE USED IN EMAILS?

Please note that any emails you receive from us may contain cookies to help us to see if recipients have opened an email and understand how recipients have interacted with it. Once you click on an email that contains a cookie, your contact information may subsequently be cross-referenced to the source email and/or the relevant cookie. If you have enabled images, cookies may be set on your computer or mobile device. Cookies will also be set if you click on any link within the email.

If you do not wish to accept cookies from any one of our emails, simply close the email before downloading any images or clicking on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies whether included on websites or in emails.

In some instances, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you've added an email address to your address book or safe senders list). Please refer to your email browser or device instructions for more information on this.

8. WILL THIS NOTICE CHANGE?

We may update our Cookie Notice from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we

use cookies. We recommend that you check here periodically for any changes to our Cookie Notice.

9. HAVE ANY FEEDBACK FOR US?

If you have any questions or feedback on our Cookie Notice, please contact us using the contact details set out in our [Privacy Notice](#).

Data Capture Language

If your website uses cookies which are not essential to the operation of the website, you will need to obtain the visitor's active consent to the use of those cookies. Please see below an example of a cookie banner designed to obtain active consent. This message could appear at the top of the page or it could be deployed as a pop-up that must be clicked through to access the site. If a website visitor does not give active consent to the use of non-essential cookies, you will not be able to place those cookies.

Wording for cookie consent banner

We and our partners use cookies and similar technologies ("Cookies") on our website and in our emails. Cookies make our site work and provide data that we use to improve our site. They also help us ensure the advertising you see is relevant to you. Some cookies are essential to the operation of our site; others are non-essential, such as analytics cookies. Find out more in our [Cookie Notice](#). Click "OK" if you consent to our use of Cookies and the connected processing purpose or click "Manage my Preferences" to manage your Cookie preferences.

Note the above wording is considered to be market standard for achieving GDPR compliance provided that if a user selects "manage preferences", cookies are not automatically enabled. If cookies are automatically enabled this is not strictly considered to be GDPR compliant – although some clients may be willing to take a view.