

Privacy and cookies

What are cookies?

Cookies are tiny text files stored on your computer when you visit certain web pages. On this site we use cookies to keep track of Google Analytics, and to remember you when you return to our site.

If you don't wish to enable cookies, you'll still be able to browse the site and use it for research purposes. Most web browsers have cookies enabled, but see [Managing cookies](#) for help to turn them on should you need to.

Please note that cookies can't harm your computer. We don't store personally identifiable information such as credit card details in cookies we create, but we do use encrypted information gathered from them to help improve your experience of the site. For example, they help us to identify and resolve errors, or to determine relevant related products to show you when you're browsing.

We do have relationships with carefully-selected and monitored suppliers who may also set cookies during your visit to be used for remarketing purposes. If you'd like to opt out, please go to the [Network Advertising Initiative website](#) (opens in a new window - please note that we're not responsible for the content of external websites).

We're giving you this information as part of our initiative to comply with recent legislation, and to make sure we're honest and clear about your privacy when using our website. We know you'd expect nothing less from us, and please be assured that we're working on a number of other privacy and cookie-related improvements to the website.

Our cookies policy

To make full use of the site, your computer, tablet or mobile phone will need to accept cookies, as we can only provide you with certain personalised features of this website by using them.

Our cookies don't store sensitive information such as your name, address or payment details: they simply hold the 'key' that, once you're signed in, is associated with this information. However, if you'd prefer to restrict, block or delete cookies from the site, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

Here's a list of the main cookies we use, and what we use them for. You'll find information about 3rd party cookies on the next tab.

| Cookie name | Cookie purpose |
|--------------------------------|--|
| AdTrack, Affiliate, TD cookies | These cookies show us how you found our website and which website you came from. This helps us know which of our online marketing channels is most effective. They also allow us to reward some external websites for directing you to us. |

| | |
|--|--|
| AJAXA cookie | We use this to determine if your web browser supports some of the features of our checkout that make checkout quicker and easier to complete. |
| ASP.NET_SessionId cookie | This cookie allows our web servers to respond to your actions on the website such as "Add to basket" or browsing the website. The website wouldn't work for you without it. |
| BasketXML and CookieID cookies | The items that are in your shopping basket on the website are stored in this cookie. Your shopping basket wouldn't work without it. |
| comparisonArea cookie | This cookie enables the use of the "Comparison" tool on the website, and is used to remember which products you've selected to compare. |
| Eid cookie | This cookie helps us recognise you so we can display a welcome message, and provides security when you're using the website around whether you're logged in or not. |
| fromAd cookie | We use this to determine if you arrived at the site by clicking on an advertising link, and allows us to reward some external websites for directing visitors to us. |
| JSE | We use this cookie to remember if you have JavaScript enabled on your web browser. Without it the website can't do things like display videos, so we hide this content if JavaScript is disabled. |
| MeteredSwatches and MeteredSwatchesASP cookies | If you order sample swatches of our metered fabrics, we use this cookie to store your selection of swatches. |
| M2MPageType and M2MProductTypePage cookies | When ordering any of our made-to-measure products (such as blinds and curtains), we use these cookies to build your product and store the details you enter for them. |
| op303...gum and op303...liid cookies These may look like this, but do vary: op303ordersummarygum, op303ordersummaryliid, op303SignInPageMVTgum | We're constantly working to optimise our website for customers, so that you view what's most relevant to you. These cookies are used to power our testing tool that allows us to show different versions of the same page to different visitors, so we can assess which page layout is best. |

_pk_id.13.a24b, _pk_ref.13.a24b, identitytoken cookies

These cookies are used to make our "Frequently Asked Questions" service work. This helps us answer common customer questions, and provide you with a better level of service by helping us show the most popular questions.

_q_country cookie

This cookie is used to serve specific feedback for collection in specific languages.

_qsst, _qst, _qubitTracker cookies, _qPageNum_"the site", qtag_81707 cookies

These cookies enable the function of analytics software supplied by our business partner Qubit. This software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and shopping times. That information helps us to improve the website and your shopping experience, and to make our marketing campaigns relevant.

The data stored by these cookies can only be seen by the relevant teams at Siren Design, and never shows any confidential information.

rrSessionId, m, n, uc cookies

We use these cookies to make recommendations of products that we think might be of interest to you, based on what you and other visitors have viewed on the site.

RVI cookie

This cookies stores the products you viewed and is used to display the "Your viewed items" panel at the foot of the page.

s_campaignm, s_cc, s_ev41, s_ev42, s_intcamp, s_kenid, s_kwid, s_prop6, s_sq, s_v40_persist, s_vi, c_m cookies

These cookies enable the function of our SiteCatalyst analytics software, supplied by our business partner Adobe. This software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and shopping times. That information helps us to improve the website and your shopping experience, and to make our marketing campaigns relevant.

The data stored by these cookies can only be seen by the relevant teams at Siren Design and Adobe and never shows any confidential information.

_utma, _utmz

These cookies enable the function of Google Analytics.

Software. Like SiteCatalyst, this software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and shopping times. That information helps us to improve the website and your shopping experience, and to make our marketing campaigns relevant.

The data stored by these cookies can be seen only by the relevant teams at Siren Design and Google and never shows any confidential information.

Flash cookies (or Local Shared Objects)

On the site we display video content using Adobe Flash Player. Adobe uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a user. Flash cookies are stored on your device in much the same way as usual cookies, but they're managed differently by your browser.

If you wish to disable or delete a Flash cookie, see [Adobe Flashplayer Security Settings](#) (opens in a new window). Please bear in mind though, that if you disable Flash cookies for the site you'll be unable to access certain types of content on the site, such as videos.

Website 'share' tools

If you take the opportunity to 'share' the site content with friends through social networks – such as Facebook and Twitter – you may be sent cookies from these websites. We don't 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.

Further information about cookies

If you'd like to learn more about cookies in general and how to manage them, visit [aboutcookies.org](#) (opens in a new window - please note that we can't be responsible for the content of external websites).

Third party cookies

When you visit the site you may notice some cookies that aren't related to the site. If you go on to a web page that contains embedded content, for example from YouTube, you may be sent cookies from these websites. We don't 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.

Some of the business partners that may set cookies on the site include:

| Partner name | What their cookies are used for |
|---------------------|--|
| ATG Click to Call | We have a "Request a call" function that allows you to request a call from our customer services team if you have a question you want to speak to an adviser about. The technology that makes this possible uses cookies, but no confidential information is stored in them. |
| Criteo | |

Criteo uses cookies to provide you with personalised adverts when you visit other selected websites. To learn more about these cookies, please see our guide to banner advertising on the next tab.

eCustomerOpinions

In order to provide you with a better service, occasionally we'll ask if you'd like to complete a survey. This cookie's sole purpose is to remember if we've asked you to do so recently, and it contains no personal information.

TagMan

Affiliate Window
DoubleClick
Flashtalking
Google
Kenshoo
Linkshare
Mediaplex
Matiro
Pricerunner
Qubit
Responsys
Specific Media
YieldManager
Zanox

Sometimes we'll advertise on 3rd party websites. TagMan cookies are used to help us and our advertisers see which advertisements you click on and interact with. Each individual advertiser uses its own tracking cookies and the data taken is not confidential or interchangeable. Examples of these advertisers include Google (including Google-owned DoubleClick for paid advertising on Google.com), Affiliate Window and Kenshoo.

TagMan provide a global Opt-Out function, whereby a user can go to their website and switch off TagMan tracking:
<http://eu.tagman.com/index.php/consumerprivacy.html>.
If you opt out in this way for the site, you'll also be opting out from any other companies that use TagMan - that includes waitrose.com.

Website 'share' tools

If you take the opportunity to 'share' the site content with friends through social networks – such as Facebook and Twitter - you may be sent cookies from these websites. We don't control the setting of these cookies, so please check the third-party websites for more information about their cookies and how to manage them.

Further information about cookies

If you'd like to learn more about cookies in general and how to manage them, visit aboutcookies.org (opens in a new window - please note that we can't be responsible for the content of external websites).

Managing cookies

If cookies aren't enabled on your computer, it will mean that your experience on our website will be limited to browsing and researching.

To enable cookies

If you're not sure of the type and version of web browser you use to access the Internet:

For PCs: click on 'Help' at the top of your browser window and select the 'About' option

For Macs: with the browser window open, click on the Apple menu and select the 'About' option

How to check cookies are enabled for PCs



Google Chrome

1. Click on 'Tools' at the top of your browser window and select Options
2. Click the 'Under the Hood' tab, locate the 'Privacy' section, and select the 'Content settings' button
3. Now select 'Allow local data to be set'



Microsoft Internet Explorer 6.0, 7.0, 8.0

1. Click on 'Tools' at the top of your browser window and select 'Internet options', then click on the 'Privacy' tab
2. Ensure that your Privacy level is set to Medium or below, which will enable cookies in your browser
3. Settings above Medium will disable cookies



Mozilla Firefox

1. Click on 'Tools' at the top of your browser window and select Options
2. Then select the Privacy icon
3. Click on Cookies, then select 'allow sites to set cookies'



Safari

1. Click on the Cog icon at the top of your browser window and select the 'Preferences' option
2. Click on 'Security', check the option that says 'Block third-party and advertising cookies'
3. Click 'Save'

How to check cookies are enabled for Macs



Microsoft Internet Explorer 5.0 on OSX

1. Click on 'Explorer' at the top of your browser window and select 'Preferences' options
2. Scroll down until you see 'Cookies' under Receiving Files
3. Select the 'Never Ask' option



Safari on OSX

1. Click on 'Safari' at the top of your browser window and select the 'Preferences' option
2. Click on 'Security' then 'Accept cookies'
3. Select the 'Only from site you navigate to'



Mozilla and Netscape on OSX

1. Click on 'Mozilla' or 'Netscape' at the top of your browser window and select the 'Preferences' option
2. Scroll down until you see cookies under 'Privacy & Security'
3. Select 'Enable cookies for the originating web site only'



Opera

1. Click on 'Menu' at the top of your browser window and select 'Settings'
2. Then select 'Preferences', select the 'Advanced' tab
3. Then select 'Accept cookies' option

All other browsers

Please consult your documentation or online help files.

Third-party cookies

When you visit the site you may notice some cookies that are not related to the site. When you visit a page that contains embedded content, for example from YouTube, you may be sent cookies from these websites. We don't 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.

Further information about cookies

If you'd like to learn more about cookies in general and how to manage them, visit www.aboutcookies.org (opens in a new window - please note that we can't be responsible for the content of external websites).

Banner advertising on others websites

This type of advertising is designed to provide you with a selection of products based on what you're viewing on the site, which are presented to you by our agency when you visit other selected websites. The adverts may highlight alternative styles and colours as well as products from other categories deemed relevant to your browsing history. The technology behind these adverts is based on cookies. Find out more about cookies, and why and how we use them, via the 'What are cookies' tab.

Your privacy

Please be assured that the data contained in the cookie used in these adverts is **completely anonymous and doesn't contain any of your personal details**. For more information on the privacy policy of Criteo, the company we use to help us advertise, [please visit their website](#) (opens in a new window - please note that we can't be responsible for the content of external websites).

Disabling these adverts

We would like to continue to display content that's relevant to you; however, you can choose to opt out of this type of advertising permanently by [following this link](#). Please note though, that if you delete your cookies too, we'll no longer know that you've opted out, so the banners from Criteo will reappear when you visit other selected websites.

You may also wish to visit <http://www.youronlinechoices.com/uk/your-ad-choices> to learn more about the cookies on your device set by other companies, and opt out of them if you wish. (Opens in a new window - please note that we can't be responsible for the content of external websites.)