COOKIE POLICY

We use cookies and other technologies on www.cauldronsandcupcakes.com (**Site**). Any browser visiting the Site will receive cookies from us. This policy provides information about how and when we use cookies.

A cookie is a small file containing a string of characters that is sent to your computer, or mobile device, when you visit the Site (in fact any website). When you visit the Site again, the cookie allows the Site to recognize your browser (for example, Internet Explorer, Chrome and Safari).

Cookies are basically 'memory' for the Site, so that it can recognize you when you come back, and respond appropriately. Cookies may store your user preferences and other information to make your experience using the Site as smooth as possible. Cookies also help us keep your account safe, and allow a web server to transfer data to a computer for recordkeeping and other purposes.

There are different types of cookies. Some cookies come directly from the Site, and others come from third parties which place cookies on the Site. Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your browser. Persistent cookies will remain stored on your computer or device until deleted, or until they reach their expiry date.

By continuing to visit the Site or use our services, you are agreeing to the use of cookies and similar technologies for the purposes we describe in this policy.

What cookies do we use?

When you visit the Site, the following types of cookies may be downloaded to your computer or mobile device:

Type of Cookie	Purpose
Analytical and Performance	Performance cookies collect information about how you use the Site (e.g., which pages you visit, and if you experience any errors). These cookies do not collect any information that could identify you and are used only to help us improve how the Site works, understand what interests our users, and, if applicable, measure the effectiveness of our advertising. We use Performance cookies for: **web analytics**: to provide statistics on how the Site is used **ad response rates**: to see how effective our advertisements are, including those pointing to the Site **affiliate tracking**: to provide feedback to partners (if any) that one of our visitors also visited their website, and details of any products purchased

	error management: to help us improve the Site by measuring any errors that occur
	content management: to help optimize the delivery of certain media including video
	Some of our performance cookies are managed for us by third parties. Where this is the case, we don't permit the third party to use the cookies for any purpose other than those listed above.
	By using the Site, you accept the use of performance cookies. Accepting these cookies is a condition of using the Site, so if you prevent them we cannot guarantee how the Site will perform for you.
Advertising and Targeting	These cookies record your visit to the Site, the pages you have visited and the links you have followed to other Sites.
	Examples of how we may use these cookies include to show you relevant advertising both on and off the Site. We may also use these cookies to learn whether someone who saw an ad later visited and took an action (e.g. made a purchase) on an advertiser's site. Similarly, advertisers on the Site (if any) may use a cookie to determine whether we've shown an ad and how it performed, or provide us with information about how you interact with ads.
	If you are not happy with this, please see the section of this policy titled "Opting Out".
Functionality	Functionality cookies are used to provide services or to remember settings to improve your visit.
	Examples of how we may use functionality cookies include:
	• remembering settings you've applied, such as layout, text size, preferences, and colors;
	• remembering if we've already asked you if you want to fill in a survey;
	• showing you when you're logged in to the Site; and
	• remembering volume settings when playing video.
	Some of these cookies are managed for us by third parties. Where this is the case, we don't permit the third party to use the cookies for any purpose other than those listed above.
Strictly Necessary	These are cookies that are required for the administration and operation of the Site. Some cookies that we use are necessary for the Site to function properly and to enable you to move around the Site and use essential features like secure areas and shopping carts.

	Please note that these cookies do not gather any information about you that could be used for marketing or remembering where you've been on the internet.

We may use strictly necessary cookies to:

- remember information you have entered on order forms when you navigate to different pages during a browser session;

- remember the goods and services you ordered when you get to the checkout page;

- identify you as being logged in to the Site;

- make sure you connect to the right service on the Site when we make any changes to the way the Site works; and

- to route users to specific applications of a service, or specific servers.

Accepting these cookies is a condition of using the Site, so if you prevent these cookies, you may not be able to use the Site or its functionality, and we cannot be certain that the Site security controls will function properly or fully during your visit. |
| Third Party | We add buttons to allow people to easily share the Site's public content on networks like Facebook and Twitter. When we include such social 'plugins', it gives those social networking site the flexibility to use cookies. They can't read any cookies we set from the Site, and we can't read any cookies they set, but it lets them do the same kind of traffic measuring that we do on the rest of the Site, and it also lets them know whether you're logged in. For example, if you're logged in to Facebook, read one of our blog posts and want to make a comment, you can do that straight away without having to log in to the Site again - we never know whether you're logged in or not, as you communicate directly with Facebook, through their plugins on the Site.

We don't control the setting of these third-party cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them. |

Our internet service provider may also use other standard web-based technologies to analyze your movements while accessing the Site. The technologies include analytic solutions, web "beacons," "pixel tags," and "clear gifs." These technologies help us ascertain the effectiveness of our product and service campaigns and marketing programs, allow us to customize the services offered on or through the Site, and help determine the best use for Site content, and product and service offerings. Some of this

information, including your IP address, may be stored on our internet service provider's server logs, and may be available for extended periods of time.

Opting out

There are a few ways you can choose how cookies are used by the Site. You can configure your browser to block all cookies, or to indicate when a cookie is being sent. Some essential features of the Site, or our services, may not function properly without cookies. For this reason, we recommend that you leave them turned on.

Your browser may give you other cookie choices. For example, most browsers let you block "third party cookies", which are cookies from sites other than the one you're visiting. Those options vary from browser to browser, so check your browser settings for more info.

Please note that blocking or deleting cookies will not prevent device identification and related data collection from occurring.

Withdrawing your consent

Once you have given us your consent to the use of cookies, we will store a cookie on your computer or device to remember it for next time. This will expire periodically. If you wish to withdraw your consent at any time, you will need to delete, then block, your cookies using your internet browser settings.

More information about cookies

Useful information about cookies can be found at: http://www.allaboutcookies.org

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