

This page describes GregSeal Technology Ltd. cookie policy, which applies to this website and our mobile applications (for example our iPhone, or iPad apps). If you do not accept this Cookie Policy please do not use this site.

WHAT ARE COOKIES?

For almost any modern website to work properly, it needs to collect certain basic information on its users. To do this, a site will create files known as cookies – which are small text files – on its users' computers. These cookies are designed to allow the website to recognise its users on subsequent visits, or to authorise other designated websites to recognise these users for a particular purpose. Cookies do a lot of different jobs which make your experience of the Internet much smoother and more interactive. For instance, they are used to remember your preferences on sites you visit often, to remember your user ID and the contents of your shopping baskets, and to help you navigate between pages more efficiently. They also help ensure that the advertisements that you see online are more relevant to you and your interests. Much, though not all, of the data that they collect is anonymous, though some of it is designed to detect browsing patterns and approximate geographical location to improve user experience.

WHAT TYPES OF COOKIE ARE THERE?

Broadly speaking, there are four types of cookie: **strictly**

necessary cookies, **performance** cookies, **functionality** cookies and **targeting** or **advertising** cookies.

- **Strictly necessary cookies** are essential to navigate around a website and use its features. Without them, you wouldn't be able to use basic services like shopping baskets and e-billing.
- **Performance cookies** collect anonymous data on how visitors use a website; they can't track users, and are only used to improve how a website works.
- **Functionality cookies** allow users to customise how a website looks for them: they can remember usernames, language preferences and regions, and can be used to provide more personal services like local weather reports and traffic news.
- **Advertising and targeting cookies** are used to deliver advertisements more relevant to you, but can also limit the number of times you see an advertisement, and be used to chart the effectiveness of an ad campaign by tracking users' clicks. They can also provide security in transactions. They are usually placed by third-party advertising networks with a website operator's permission, but can be placed by the operator themselves. They can remember that you have visited a website, and this information can be shared with other organisations, including other advertisers. **Additionally, these cookies break down into two further sub-types.**
- **Persistent cookies** remain on a user's device for a set period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.
- **Session cookies** are temporary. They allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Once you close the browser, all session cookies are deleted.

WHAT'S THE LAW?

Recently, the law on cookies has changed. Now sites that try to place performance, functionality, and targeting and advertising cookies need your permission before they can place them onto your computer.

HOW DOES MARTIN'S RUBBER COMPANY LTD. USE COOKIES?

Martin's Rubber Company Ltd. collects a number of cookies from its users for various reasons, not least to track our own performance – but also to let us serve you content tailored to your own specifications, hopefully improving your overall experience of the site. Amongst other things, the cookies we use allow users to register to make comments, allow us to calculate how many visitors we have – anonymously, of course – and how long they stay on our site. We do our utmost to respect users' privacy. We use these cookies to monitor and improve our services and user experience of our website. We believe that your experience of the site would be adversely affected if you opted out of the cookies we use.

The website also uses Google re-marketing to allow us to reach people who previously visited this website, and serve people the right message. Google Analytics gathers cookie information during your visit to the Martin's Rubber site for re-marketing purposes, such as to better advertise relevant content to you based on your previous visits. Please note that you can always opt-out of Google's use of cookies at any time using the guided steps on this page

HOW DO I TURN COOKIES OFF?

Most browsers accept cookies automatically, but you can alter the settings of your browser to erase cookies or prevent automatic acceptance if you prefer. Generally you have the option to accept all cookies, to be notified when a cookie is issued or reject all cookies. Visit the 'options' or 'preferences' menu on your browser to change settings, and check the following links for more browser-specific information. [Cookie settings in Internet Explorer](#) [Cookie settings in Firefox](#) [Cookie settings in Chrome](#) [Cookie settings in Safari](#) To switch off third-party advertising cookies, you can turn these off by visiting the Internet Advertising Bureau's consumer advice site [here](#). For more information on cookies, click [here](#)

USER AGREEMENT

By continuing to use our site, you agree to the placement of cookies on your device. If you choose not to receive our cookies, we cannot guarantee that your experience will be as fulfilling as it would otherwise be.