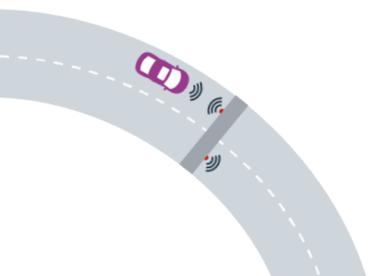# eFlow Cookies Policy

eFlow Cookies Policy

1. Purpose

The purpose of this policy is to provide visitors to eFlow websites with a clear understanding of how our websites use cookies and to explain how cookies can be managed by visitors.

2. Scope

This policy is applicable to the following eFlow websites: www.eflow.ie

3. Introduction

A cookie is a small text file that is placed on your computer by your web browser during your interaction with various websites. Cookies on eFlow websites consist of anonymous information about the user and are used by our websites for various reasons, including:

- to track a user's session login so that each user can navigate securely and undisrupted across different web pages of our websites;

- to balance the amount of incoming network traffic accessing services from eFlow web servers;

- to provide a reliable mechanism for our website to remember the state of the website or activity the user had taken in the past. This can include what selections and/or what pages were visited by the user in the past.

Some cookies on our websites are "strictly" necessary for the services of the website to function whilst some are "not strictly" necessary but are required to provide a better customer experience and / or provide us with information for the purposes of future enhancement of the site. other "third party" cookies are used for providing additional tools and gadgets on the site.

4. Cookie Types

4.1 Cookies That Are Strictly Necessary

Session cookies are strictly necessary on our websites in order for them to function and perform at an acceptable service level. These cookies, which do not capture or retain any personal information, are as follows:

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Maintaining User Credentials	**We use session cookies to enable you to carry out some essential functions on our website, such as maintaining login details for each session as you navigate through various pages and avail of various services on our site such as; registering for an account, making a payment and more.** **Session cookies also improve the performance of the website by minimising the need to repeatedly transfer information across the internet whilst providing a website service.**
Load Balancing	**We use a session cookie for load-balancing purposes to analyse and distribute incoming network traffic across our web servers. This balancing is necessary for providing an acceptable level of performance from our website services.**

Session cookies are not permanently stored on your device and expire when you terminate your browser session.

4.2 Cookies That Are Not Strictly Necessary

Persistent cookies are used to collect statistical information from users on our websites and to enhance customer experience on our sites. These cookies are used by us to enhance our customers' experience during their use of our sites and to continuously improve our site, as follows:

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Google Analytics	**We use an analytics service from Google to enable us to recognise repeat visitors to our websites. By matching an anonymous, randomly generated identifier, we are able to record specific browsing information such as the source of your path to our site, the pages you have viewed, what options you have selected, and the path you have taken to navigate your way around our site. Having this information allows us to continually improve our sites.**
Repeat Visitor Identification	**We use persistent cookies to identify repeat visitors to our reward card site. This cookie enhances user experience by preventing the repeated introduction splash-screen for repeat users of the service.**

Persistent cookies may reside on your device for a period of time but do not collect any personal information from any user.

4.3 Third Party Cookies

We provide some additional features on our websites in the form of tools and gadgets that we believe may be of interest to some of our customers, as follows:

Tools and Gadgets	To provide extra functionality for our users, we have in place some tools and gadgets on our websites. Tools such as RSS feeds are in place to show feeds from popular broadcasters which we feel may be of benefit to our users (e.g. Irish Times, weather forecasts etc.). other tools provide quick links to popular websites (e.g. Amazon.com).

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Third-party cookies are not controlled by us and we cannot access how they work. We advise you to check with these third-party organisations for more information about the control of these cookies.

Please also note that our website provides links to some of our business partners and to other organisations such as charities that we may have worked with throughout the year. By clicking on any of these links you may be brought to the website of that particular organisation. each of these organisations may set their own cookies on your web browser which we have no control over.

5. Controlling Cookies

By using our website, you agree that we can place cookies that are both strictly necessary and those that are not strictly necessary on your device. you can at any time block cookies from any website through your browser settings. For more information on how to manage cookies, including details on how to block or delete cookies from your device, please visit http://aboutcookies.org

Please note that blocking cookies may restrict many of the functions and services each website has to offer. if you share the use of a device, your cookie settings will affect all users of that device.