

# ZERO FIFTY

## OUR COOKIE POLICY

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Within our website, we use cookies. We do this to provide you with a better user experience, however, we understand that some people may have concerns about cookies. Our Cookie Policy addresses these concerns by explaining exactly what cookies are, their purpose, and how we use them. The policy also explains how you can prevent our use of cookies within your browser. Please read Our Cookie Policy carefully and ensure that you understand it as, by using our website, you are deemed to accept the terms and conditions set out within Our Cookie Policy. If you do not agree to Our Cookie Policy, please stop using our website immediately. Lastly, if you have any questions about Our Privacy Policy, please do not hesitate to ask us by sending a message to [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com).

## WHO ARE WE?

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We are SUPER RADICAL LTD, a company limited by shares registered in England under 08672828, whose registered address and main trading address is Two Vine Street, York, North Yorkshire, YO23 1BB. We are both the writers and the publishers of ZERO-FIFTY – an all-encompassing global solution to climate change. We also own and operate the website, [www.zero-fifty.com](http://www.zero-fifty.com).

## WHEN WAS OUR COOKIE POLICY CREATED?

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Our Cookie Policy was created on the 1<sup>st</sup> May 2017. Since its creation, there have been no further amendments.

From time to time, we may need to update Our Cookie Policy because of a change in the website's functionality or the applicable laws. When we do so, we will log the changes here. You are therefore advised to check Our Cookie Policy page from time to

time. Any such changes will go into effect 30 days after the new terms have been posted.

## WHAT IS A COOKIE?

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A cookie is a small file consisting of letters and numbers that our website downloads to your computer or device.

## WHY DO YOU USE COOKIES?

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We use cookies for a number of reasons, all of which are designed to improve your user experience. This includes allowing you to navigate around our website more efficiently, allowing us to tailor our website to your preferences and enabling us to improve our website by understanding your use of it.

## WHAT TYPE OF COOKIES DO YOU USE?

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We use seven different types of cookies within our website, details of which you can find below.

**Strictly Necessary Cookies** // These cookies are essential to the operation of our website, for example, enabling your shopping basket.

**Analytics Cookies** // These cookies allow us to understand how you use our website, for example, how efficiently you navigate around it, and what features you use.

Functionality Cookies // These cookies improve your experience on our website by adding extra functionality, for example, remembering your saved preferences.

Targeting Cookies // These cookies allow us to know when and how often you visit our website, and which parts of our website you have used. As with analytics cookies, this information helps us to understand you better and, in turn, make our website more relevant to your interests. Please be aware, some information gathered by targeting cookies may also be shared with third parties.

Third Party Cookies // These cookies are not added by us, and we have no control over them. They may be used by third parties providing analytics services to us, and they will work in the same way as analytics cookies described above.

Persistent Cookies // Any of the above types of cookie may be a persistent cookie. Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our website.

Session Cookies // Any of the above types of cookie may also be a session cookie. Session cookies are temporary and only remain on your computer or device from the point at which you visit our website until you close your browser.

## DO COOKIES STAY ON MY COMPUTER FOREVER?

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Cookies on our website are not permanent and will expire after a period of between one to two years.

## DO YOU USE COOKIES IN YOUR EMAILS?

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Yes, we use cookies and similar technologies in some of the emails we send to you. These are used to help us understand your use of our emails and to keep improving them.

We also use web beacons in some of our emails to detect when you open them, how you interact with them and to detect information such as your email client, web browser, computer or device, and IP address. Web beacons may also be used to help display emails in a format that is best suited to your computer or device.

Finally, links in our emails may contain a tag which enables us to track which links are being used and by whom. This information can then be used to improve and tailor our emails in the future.

## HOW CAN I CONTROL COOKIES?

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Internet browsers normally accept cookies by default. You can change these settings if you wish, however, please be aware, these changes are not generally a per-site setting and will prevent all websites from using cookies, not just ours. Please also be aware that by disabling cookies in your browser, you may impair the functionality of both our website and other websites that you visit. If you still want to change the cookie settings within your browser, the links below provide instructions for all mainstream browsers.

[Google Chrome](#)

[Microsoft Internet Explorer](#)

[Microsoft Edge](#)

[Safari \(OSX\)](#)

[Safari \(iOS\)](#)

[Mozilla Firefox](#)

[Android](#)

## DO YOU HAVE ANY OTHER TERMS OR POLICIES?

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Use of our website is also governed by [Our Privacy Policy](#) and [Our Terms of Use](#). Please ensure you read both these documents carefully and ensure that you understand them as by using our website, you are deemed to accept them both.

## WHERE CAN I GET MORE INFORMATION?

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For more information about cookies, please visit [www.aboutcookies.org](http://www.aboutcookies.org). Please note, this is an external link, and as such, we are not responsible for its content.

If you have any questions about Our Cookie Policy or our website in general, please contact us by email at [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com), by telephone on 01904 466 020, or by post at SUPER RADICAL LTD, Two Vine Street, York, North Yorkshire, YO23 1BB, United Kingdom.