



## **Cookie Policy**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

### **What is a cookie?**

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. Please note we only use cookies where they will be of benefit, any failure to consent may limit your use of this site.

### **What cookies do we use on the website?**

#### **Strictly necessary cookies:**

These are Cookies that are required for the operation of our website. They are necessary for the safety, security and integrity of the site. For example they help support the structure of the pages that are displayed to you, help to improve navigation and allow you to return to pages you have previously visited. This type of Cookie only lasts for the duration of the time you are visiting the website. When you leave the website they are deleted automatically.

#### **Performance cookies or Analytical cookies**

These cookies collect anonymous information on the pages visited.

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

By using our website, you agree that we can place these types of cookies on your device.

### **Category 3: Functionality cookies:**

These cookies remember choices you make to improve your experience.

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. These Cookies will remain on your device until you choose to clear it.

### **Category 4: Targeting cookies**

These types of cookies are set by digital advertising businesses for the prime or sole purpose of managing the performance of adverts, displaying adverts, and/or building user profiles to determine the display of adverts elsewhere.

These will almost always be third party cookies and mostly persistent. They can be set even if the site itself does not display advertising. In some cases cookies will be set so the site being visited can target the user with adverts elsewhere after they have left, a practice known as re-marketing.

They help us to understand the performance of our marketing activities and improve the relevance of the adverts that you see.

By using our website, you agree that we can place these types of cookies on your device.

### **Blocking or Restricting cookies**

You may be able block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our website.

If you do not consent to cookies being placed, you must notify us of the cookies to which you do not consent.

Except for essential cookies, all cookies will expire after twelve months.

### **Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Communications Manager, Innovia Films Ltd, Lowther R&D Centre, West Road, Wigton, Cumbria, CA7 9XX.

Or email [filmsinfo@innoviafilms.com](mailto:filmsinfo@innoviafilms.com)

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