

G M Clothing Ltd – Cookie Policy

1. About this policy

This policy explains how G M Clothing Ltd , company number 14717606, registered at 102 Lichfield Street, Tamworth, England, B79 7QB, uses cookies and similar technologies on our website gmclothing.co.uk. It should be read with our Privacy Policy, which explains how we use personal data more generally.

If you have any questions, email us at gmclothing@proton.me.

2. What are cookies?

Cookies are small text files placed on your device (computer, phone or tablet) when you visit a website. They help the website work, remember your choices, and give the website owner information about how the site is used. Similar technologies, such as pixels, local storage and tags, work in much the same way, and we refer to all of them as "cookies" in this policy.

Cookies may be "session" cookies, which are deleted when you close your browser, or "persistent" cookies, which stay on your device for a set period or until you delete them. They may be set by us ("first-party") or by another organisation providing a service to us ("third-party").

3. The cookies we use

Category	Purpose	Consent needed?
Strictly necessary	Make the website work, for example remembering items in your basket, keeping you logged in, processing checkout and keeping the site secure	No
Preferences	Remember choices you make, such as your region or currency	Yes
Analytics / performance	Help us understand how visitors use the site, for example which pages are popular, so we can improve it	Yes

Category	Purpose	Consent needed?
Marketing / advertising	Show you relevant adverts on other sites and measure how well our adverts perform	Yes

We only set preferences, analytics and marketing cookies if you give consent. [Delete any category you do not use.]

Cookie list

[Complete this table once your website platform and tools are set up. Your platform or cookie banner tool can usually generate a list.]

Cookie name	Provider	Purpose	Category	Duration
[e.g. cart]	[Our website platform]	[Remembers items in your basket]	Strictly necessary	[Session]
[e.g. _ga]	[Google]	[Distinguishes visitors for analytics]	Analytics	[2 years]
[e.g. _fbp]	[Meta]	[Tracks adverts and conversions]	Marketing	[3 months]

4. Third-party cookies

Some cookies are set by third parties, such as our payment provider, analytics providers, and social media or advertising platforms. We do not control these cookies. Please check the privacy and cookie policies of those providers for details of how they use your data.

Some of these providers are based outside the UK, including in the United States. Our Privacy Policy explains the safeguards we use for international transfers.

5. Your choices and how to manage cookies

Our cookie banner. When you first visit our site, you will be asked to accept or reject non-essential cookies.

Browser settings. Most browsers let you block or delete cookies. How you do this depends on your browser, so check its help section. Blocking all cookies, including strictly necessary ones, may stop parts of our website working, such as the basket and checkout.

Opt-out tools. You can opt out of Google Analytics tracking using Google's browser add-on, and manage some advertising cookies through tools such as the Your Online Choices website (youronlinechoices.com) or the Digital Advertising Alliance (optout.aboutads.info) for US visitors.

6. Your rights

Where cookies collect personal data, you have the rights described in our Privacy Policy, including the right to access, correct and delete your data and to withdraw consent.

Withdrawing consent will not affect the lawfulness of anything we did before you withdrew it. Contact us at gmclothing@proton.me to exercise these rights. You may also complain to the Information Commissioner's Office at ico.org.uk.

7. Changes to this policy

We may update this policy from time to time, for example if we start using new cookies or tools. The latest version will always be on our website with the date it was last updated. Where changes are significant, we may ask for your consent again.

G M Clothing Ltd, 102 Lichfield Street, Tamworth, England, B79 7QB. Company number 14717606. Email: gmclothing@proton.me