

## Cookie Policy for Better Bunk Beds

**Last Updated:** 10th December 2025

### 1. Introduction

This Cookie Policy explains what cookies are, how Better Bunk Beds (referred to as "we", "us", or "our") uses cookies and similar technologies on our website ([www.betterbunkbeds.co.uk](http://www.betterbunkbeds.co.uk)), and your choices regarding cookies.

This policy should be read in conjunction with our main **Privacy Policy** ([Link to your Privacy Policy]), which provides more information about how we collect, use, and protect your personal data.

### 2. What Are Cookies?

Cookies are small text files that are placed on your computer or mobile device when you visit a website. They are widely used to make websites work more efficiently, as well as to provide information to the owners of the site.

Cookies can be:

- **Session cookies:** These are temporary cookies that remain in the cookie file of your browser only for the duration of your visit and are deleted when you close your browser.
- **Persistent cookies:** These remain in the cookie file of your browser for a longer period, even after you close the browser. The length of time depends on the specific cookie and its purpose. They are used to recognise you when you return to a site.

Cookies can also be categorised as:

- **First-party cookies:** These are set by the website you are visiting (i.e., by Better Bunk Beds).
- **Third-party cookies:** These are set by a domain other than that of the website you are visiting (e.g., by Google for analytics, or by social media platforms).

### 3. How We Use Cookies

We use cookies for a variety of purposes, including:

- **Ensuring our website functions correctly:** Essential cookies allow you to navigate our site, use shopping carts, and access secure areas.
- **Improving your browsing experience:** Cookies help remember your preferences (like language or currency) and make your interactions with our site more efficient.
- **Analysing website usage:** We use cookies to understand how visitors interact with our website, which pages are most popular, and how we can improve our content and services.
- **Personalising content and advertising:** We may use cookies to deliver content and advertising that is more relevant to your interests, both on our site and on other websites.

## 4. The Types of Cookies We Use and Why (and Your Consent)

We classify the cookies we use into the following categories. **We will only place non-essential cookies on your device if you have given us your explicit consent.**

- **a) Strictly Necessary Cookies (Essential Cookies)**
  - **Purpose:** These cookies are essential for our website to function correctly. They enable core functionality such as security, network management, accessibility, and allowing you to add items to your shopping basket and complete purchases. Without these cookies, services you have asked for cannot be provided.
  - **Requires Consent?** No. These cookies do not require your consent under UK GDPR/PECR because they are strictly necessary for the provision of an online service explicitly requested by you.
  - **Examples:** Session cookies for login authentication, shopping cart functionality, security cookies.
  - **Retention:** Typically session-based, or short-term persistent for up to 1 year for preferences.
- **b) Analytical/Performance Cookies**
  - **Purpose:** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous.
  - **Requires Consent?** Yes. We will only use these if you consent.
  - **Examples:** Google Analytics (which may collect data such as IP address, browser type, operating system, pages visited, time spent on pages). We use this data to understand website traffic and user behaviour.
  - **Retention:** Varies by cookie, typically 1 day to 2 years
- **c) Functionality Cookies**
  - **Purpose:** These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages. For example, they can remember your username, language preferences, or region.
  - **Requires Consent?** Yes. We will only use these if you consent.
  - **Examples:** Remembering your display preferences, remembering items in your wishlist, offering live chat support.
  - **Retention:** Varies by cookie, typically 1 month to 2 years.
- **d) Targeting/Advertising Cookies**
  - **Purpose:** These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device.
  - **Requires Consent?** Yes. We will only use these if you consent.
  - **Examples:** Cookies from social media platforms (e.g., Facebook, Instagram, Pinterest) for advertising and content sharing, Google Ads cookies for remarketing.
  - **Retention:** Varies by cookie, typically 30 days to 1 year.

## 5. Third-Party Cookies

When you use our website, you may also encounter third-party cookies. These are cookies placed by organisations other than Better Bunk Beds, such as:

- **Google Analytics:** For website traffic analysis.
- **Payment Processors:** Such as [e.g., Stripe, PayPal] for secure transaction processing (these are often Strictly Necessary or Functionality related to the payment flow itself).
- **Social Media Platforms:** If we embed content or have sharing buttons (e.g., Facebook, Instagram), these platforms may set cookies.
- **Advertising Networks:** To deliver relevant ads across the internet.

We do not control the setting of these third-party cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

## 6. Your Choices and How to Manage Cookies

You have control over cookies.

- **Cookie Consent Tool:** When you first visit our website (or periodically), you will be presented with a cookie consent banner. This tool allows you to accept or reject different categories of cookies (other than strictly necessary cookies). You can change your cookie preferences at any time by clicking on the [e.g., "Cookie Settings" link in our footer / cookie icon].
- **Browser Settings:** Most web browsers allow some control of most cookies through the browser settings. You can usually configure your browser to reject all cookies, or to alert you when a cookie is being set. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or parts of our site.
- **Opt-out Tools:** You can also opt out of targeted advertising by visiting:
  - The EDAA (European Interactive Digital Advertising Alliance) opt-out page: [www.youronlinechoices.eu](http://www.youronlinechoices.eu)
  - The Network Advertising Initiative opt-out page: [suspicious link removed]

## 7. Changes to Our Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any changes we make will be posted on this page with an updated "Last Updated" date at the top.

## 8. Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at:

- **Email:** [phil@betterbunkbeds.co.uk](mailto:phil@betterbunkbeds.co.uk) or [annemarie@betterbunkbeds.co.uk](mailto:annemarie@betterbunkbeds.co.uk)
- **Phone:** 07464 466585