

# Cookie Privacy Policy

We use cookies to improve and customize your experience on our website. The cookies help us to understand who our customers are and what you like to buy or browse, which in turn helps us create a more exciting shopping experience for you. Cookies are not harmful to you or your computer/device.

By continuing to browse our site, you consent to our placing cookies on your computer (unless you have chosen to disable them via your browser (see below)). However, if you do not allow cookies on your computer you may not be able to access important parts of our website(s) and may inhibit the ability to purchase on our website.

We are continuously making further improvements and changes to the ways we use cookies and we will keep this page updated with the cookies we use.

Our customer's privacy is extremely important to us and the cookies we use will in no way allow us access to your computer. We do not store any details relating to you or your credit cards using cookies. We use cookies to record the areas of the site that you have visited and for how long, which provides us with useful usage information that helps us make our site more accessible to our users in line with their needs. The use of cookies helps us to improve the quality of service that we provide.

Please also refer to our Privacy Policy.

## **WHAT ARE COOKIES:**

A cookie is a piece of data which is a small file of letters and numbers that is stored on the internet user's browser, or the hard drive of their computer, if user agrees. The information the cookie contains is set by a website's server and it can be used when the user visits the website. Cookies are designed to remember things that an internet user has done while on a website in the past, which can include putting products in a shopping cart, logging in, or clicking on links. Cookies are not dangerous. They are not computer programs and cannot be used to circulate viruses.

The cookies we use on our website are used in many ways, including:

- To keep a record of the products you've put in your shopping cart for the next time you visit;
- To make personalized product recommendations, based upon the previous times you've shopped on the website;
- To remember your preferences;
- To find out what the website doesn't do well and make improvements to it in the future;
- To allow you to share pages with social networks like Facebook; and
- To make sure advertising on other websites is relevant to you.

## **TYPES OF COOKIES:**

### **SESSION (OR TRANSIENT) COOKIES**

Session cookies are stored in your computer's memory for the length of your browsing session. They become inaccessible after the session has been inactive for a time and are automatically deleted from your computer when the browser is closed. They allow you to move from page to page without having to log-in repeatedly.

### **PERSISTENT (OR PERMANENT) COOKIES**

Persistent cookies are stored on the user's computer memory and are not deleted when the browser is closed. They are used to keep your preferences for the website, so that they will be remembered for next time you visit the website. They are also used to collect information about the number of visitors, the average time spent on a particular page and analyze shopping behavior on the website. This information is used to find out how the well the website works and where it can be improved.

### **FLASH COOKIES (OR LOCALLY SHARED OBJECTS)**

You will probably have Adobe Flash installed on your computer. Many websites that contain Flash can also store small files on your computer that are used in the same way as cookies. Websites choose to use Flash Cookies as these can hold more information than regular cookies. When you delete cookies via your browser, your Flash cookies are unlikely to be affected. A website may therefore still recognize your preferences if it used a Flash cookie to save them initially.

## THIRD-PARTY COOKIES

Wheel Pros, LLC works with selected companies to provide additional content and services, for example reviews. These companies may also set cookies on our behalf.

## SHARING WITH SOCIAL NETWORKS

If you use the buttons that allow you to share products and content with your friends via social networks like Twitter and Facebook, these companies may set a cookie on your computer memory.

Find out more about these here:

<https://www.facebook.com/about/privacy>

<http://twitter.com/privacy>

<http://www.google.com/intl/en-GB/policies/privacy>

<https://policy.pinterest.com/en-gb/privacy-policy>

<https://help.instagram.com>

## **WHAT HAPPENS IF I OPT OUT OF ALL COOKIES?**

If you opted out of all cookies on wheelpros.com and associated websites, then you will not be able to place an order on our website. You will, however, still be able to browse our website with limited functionality.

## **HOW DO I OPT OUT OF COOKIES?**

You can manage the cookies that you allow on your computer through the internet browser that you use. You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. As mentioned above, 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, in particular you will not be able to place orders.