Cookie Policy

1. **Information about our use of cookies**

1.1. This policy explains how we use cookies on the Lancashire Cricket Rewards website (the "**Website**"). We recommend that you read our cookie policy so that you are aware of how we use them and can take steps to reject or delete the cookies if you do not agree to them being used.

1.2. Cookies are small text files stored on your device and used by website operators in order to make websites work, or work more efficiently, as well as to provide information to the operators of the website or certain third parties. Each cookie usually contains a unique string of characters, which allows a website to distinguish your browser or device from other users. In this cookie policy, we also use the term "**cookie**" to mean any other similar technology, such as web beacons, local stored objects (such as "**Flash cookies**"), and pixel tags.

1.3. We use cookies to enable you to stay logged into your Lancashire Cricket Rewards Account (including the Lancashire Cricket Rewards Points Reminder, if you have downloaded it), navigate between pages and to generally improve your user experience on the Website. We also use cookies to analyse how users find and interact with the Website, to enable us to provide relevant offers to you, and to allow us to identify how our marketing campaigns have performed in general. We also sometimes use cookie type technologies in emails to identify how users come to the Website so that we can evaluate and measure the effectiveness of our email marketing.

1.4. We may combine information collected via cookies with information such as your IP address, the type of browser, device and operating system, for example to provide statistical information about visitors to the Website. Where the Website uses third party cookies, you should check with the relevant third party to see how they use cookies (see section 2 below).

1.5. You can find out more about cookies at www.allaboutCookies.org. The user instructions for your browser or device will explain how you can control the use of cookies on your device.

2. **Cookies we use**

We use the following cookies on the Website:

2.1. **Strictly necessary cookies –** These are cookies that are required for the operation of the Website.

Cookie	Name	Purpose	Expires
Authentication 1	AuthCookie	• This cookie is essential for us to recognise that as a Member, you are logged-in to the Website and can remain logged-in until you have logged-out.	Once you log-out of your Account
Authentication 2	FullyAuthenticated	• This cookie is essential for us to recognise when you have logged-in to your Account,	When your Website

		using your email address and password, so that we can allow you to view pages within the Website which contain personal information.	session has ended
Authentication 3	PartiallyAuthenticated	• This cookie is essential for us to recognise when you have 'deep linked-in' to your Account, via an email for example, so that we can block the viewing of personal information on the Website.	When your Website session has ended
Programme Notifications	CloseCookiePopup	• This cookie is essential for us to provide you with programme notifications, in the form of pop-ups, so that they are only viewed once and are closed once you have accepted the message in the pop-up.	Once you have confirmed the pop-up message
Points Reminder	PointsReminderCookie	• This cookie is essential for the Rewards4 Points Reminder to operate correctly, once you have downloaded the software. When you are logged-in to the Website, you will also be logged-in to the Points Reminder so that you can use the added benefits of the software.	Once you log-out of your Account

2.2. **Analytical / Performance cookies –** They allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily.

Cookie	**Name**	**Purpose**	**Expires**
Multi-Variant Testing	Freshmarketer	• This cookie is essential for us to be able to provide you with a better experience on the Website, via multi-variant testing.	Once the variant testing has ceased to run
Google Analytics	Universal Analytics	• These cookies are essential for us to analyse the general performance of the Website, to give us insight into how you and other users are finding and using the Website and provide information on how our marketing campaigns have performed so that we can	Continuous

		improve experiences in the future.	

2.3. **Functionality cookies –** We don't currently use any functionality cookies. If and when we do start using functionality cookies on the Website, we will update this cookie policy.

2.4. **Targeting cookies –** These cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make the Website and the advertising displayed on it more relevant to your interests.

Cookie	Name	Purpose	Expires
Personalisation	Freshmarketer	• This cookie allows us to provide you with relevant offers and content, based on your previous click history, across the Lancashire Cricket Rewards online retail network.	Continuous

2.5. **Third-party cookies –** In addition to the cookies listed above, we also use the following third-party cookies for performance and functional purposes. These are cookies that are set by a third-party when you access the Website and are controlled by that third-party.

Cookie	Name	Purpose	Expires
Online Shopping Authentication	Retailer Click Through & Purchase Tracking	• These cookies are provided to us and controlled by our partner, Maple Syrup Media Ltd, and are essential for us to identify when you have clicked through to an online retailer (when you are logged-in to your Account). This enables us to allocate points to your Account once you have completed a Qualifying Transaction with the relevant retailer.	Up to 30 days after you have clicked through from the Website
Social Media	Facebook / Instagram / Twitter (for example)	• Social networking sites such as Facebook, Instagram and Twitter may use cookies: 1) when you share content from the Website in your social media feed; and/or 2) that help them to show adverts from businesses and advertisers in your social media feed, but only if your privacy settings within your social media account allows them to do so. Since we do not have any control over your social media privacy settings, we	Please view the relevant social media site's cookie policy

		are unable to control these cookies. You can find out how social media providers collect and use your information, and how to manage your privacy settings by reading their privacy and cookie policies. For example, by visiting: https://www.facebook.com/policies/cookies/ https://www.instagram.com/legal/cookies/ https://twitter.com/en/privacy	

3. **Accepting and rejecting cookies**

3.1. If you wish to use the Website and do not consent to the use of cookies (or certain cookies), you can block cookies by activating the setting on your browser or device that allows you to refuse the setting of some or all cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access the Website or certain features offered through the Website.

If you would like any further information about cookies, please go to www.allaboutCookies.org. Additional information can also be found at https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/.

4. **Changes to this policy**

This cookie policy may be amended by us at any time. Please check this page periodically so that you are aware of any changes.

5. **Contact us**

For further information about this cookie policy, please contact us:

Via the Help Centre https://help.lancashirecricket.rewards4sport.com/hc/en-gb/requests/new

By writing to:

- Member Services, Rewards4, Suite 5-6 Faraday Court, Centrum 100, Burton on Trent, Staffordshire, DE14 2WX