

## **Cookies Policy**

Last Updated: March 2025

The Yorkshire Cake Company ("we," "us," or "our") operates this website hosted on Wix.com. This Cookies Policy explains how we use cookies and similar tracking technologies when you visit our website.

### 1. What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or smartphone) when you visit a website. They help improve user experience by remembering preferences, enabling functionality, and analysing website traffic.

### 2. Types of Cookies We Use

We use the following types of cookies on our Wix-hosted website:

#### 2.1 Essential Cookies (Strictly Necessary)

These cookies are required for the website to function properly. They cannot be disabled in our system. Examples include:

Security and authentication cookies (to keep your session secure).

Cookies that enable shopping cart functionality.

Load balancing cookies to optimise site performance.

#### 2.2 Performance & Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting anonymous data. Examples include:

Google Analytics cookies (to track website traffic and improve user experience).

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Wix analytics tools (to monitor site performance and engagement).

### 2.3 Functional Cookies

These cookies allow our website to remember user preferences, such as:

Language and region selection.

User settings and preferences.

### 2.4 Marketing & Advertising Cookies

These cookies help us personalise ads and measure their effectiveness. They may be set by:

Wix Ads or third-party ad providers.

Social media platforms (if you interact with embedded content).

## 3. Managing Cookies

### 3.1 Consent & Control

When you first visit our website, you will see a cookie banner requesting your consent for non-essential cookies. You can:

Accept all cookies.

Reject non-essential cookies.

Customise your cookie preferences.

### 3.2 Browser Settings

You can control or disable cookies through your browser settings:

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Google Chrome: Settings > Privacy and Security > Cookies and Site Data.

Mozilla Firefox: Options > Privacy & Security > Cookies and Site Data.

Safari: Preferences > Privacy > Manage Website Data.

Microsoft Edge: Settings > Site Permissions > Cookies and Site Data.

Blocking cookies may affect website functionality, including shopping cart and login features.

#### 4. Third-Party Cookies

Some cookies on our website are placed by third-party services, including:

Wix.com: For website hosting, security, and analytics.

Google Analytics: To track website performance and visitor interactions.

Social Media Platforms: If you share or interact with content via Facebook, Instagram, or other platforms.

We do not control third-party cookies. Please check their privacy policies for more information.

#### 5. Updates to This Policy

We may update this Cookies Policy from time to time. Any changes will be posted on this page with the updated date.

#### 6. Contact Us

For any questions about this Cookies Policy, please contact:

The Yorkshire Cake Company

Email: [adelgascoigne@gmail.com](mailto:adelgascoigne@gmail.com)

Website: [www.theyorkshirecakecompany.com](http://www.theyorkshirecakecompany.com)