



Before we explain what cookies are, we need to explain what a few commonly used terms mean:

- **Affiliate** - an affiliate is a website operator who can send traffic to a website using links from another website. The affiliate may be paid an agreed commission from the referral.
- **First party cookies** are those set by a website that is being visited by the user at the time - the website displayed in the URL window.
- **Third-party cookies** are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website this would be a third-party cookie.
- **Persistent cookies** - these cookies remain on a user's device for the period of time specified in the cookie. They can be referenced each time that the user visits the website that created that particular cookie to provide information across multiple visits/sessions.
- **Session cookies** - these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

## THE FOUR MAIN CATEGORIES OF COOKIE

### Category 1: Strictly necessary cookies

These cookies are essential for the running of a website e.g. a cookie that remembers what you've put into a shopping basket. Generally these cookies will be essential first-party session cookies, and if persistent or third party, there should be a good justification for this. Strictly necessary cookies will generally be used to store a unique identifier to manage and identify the user as unique to other users currently viewing the website, in order to provide a consistent and accurate service to the user.

Examples include:

- Remembering previous actions (e.g. entered text) when navigating back to a page in the same session.
- Managing and passing security tokens to different services within a website to identify the visitor's status (e.g. logged in or not).
- To maintain tokens for the implementation of secure areas of the website.
- To route customers to specific versions/applications of a service, such as might be used during a technical migration.

These cookies will not be used:

- To gather information that could be used for marketing to the user.
- To remember customer preferences or user IDs outside a single session (unless the user has requested this function).

### Category 2: Performance cookies

These cookies only collect information about website usage for the benefit of the website operator. We use them to ensure our sites are working as well as possible, for example, if there's a really popular page then we may try to provide users with more of that sort of information. These cookies can be first or third party, session or persistent cookies. To fall within this category their usage should be limited to performance and website improvement. Any information collected by these cookies is anonymous.

Examples include:

- Web analytics - where the data collected is limited to the website operator's use only, for managing the performance and design of a site. These cookies can be third-party cookies but the information must be for the exclusive use of the publisher of the website visited.
- Ad response rates - where the data is used exclusively for calculating response rates (click-through rates) to improve the effectiveness of advertising purchased on a site external to the destination website.
- Affiliate tracking - where the cookie is used to let affiliates know that a visitor to a site visited a partner site some time later and if that visit resulted in the use or purchase of a product or service, including details of the product and service purchased. Affiliate tracking cookies allow the affiliate to improve the effectiveness of their site.
- Error management - Measuring errors presented on a website, typically this will be to support service improvement or complaint management and will generally be closely linked with web analytics.
- Testing designs - Testing variations of design, typically using A/B or multivariate testing, to ensure a consistent look and feel is maintained for the user of the site in the current and subsequent sessions.

### **Category 3: Functionality cookies**

These cookies are site specific and are linked to user choices for using that site, for example, language choices.

### **Category 4: Targeting cookies or advertising cookies**

These cookies contain a unique key that is able to distinguish individual users' browsing habits or store a code that can be translated into to a set of browsing habits or preferences using information stored elsewhere, for example an online retailer could analyse your previous purchases and make suggestions based on what other purchasers of the same goods bought.

## **WHICH COOKIES ARE USED ON MRKIPLING.US?**

### **Category 1: Strictly necessary cookies**

We would not be able to operate our websites without using the "strictly necessary" cookies listed below:

<b>Cookie Name</b>	<b>ASP.NET_SessionId</b>
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<b>Creator</b>	Premier Foods websites / Kentico CMS
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<b>Purpose</b>	Holds the user session ID in order to provide services consistency during the visit/session on site.
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<b>Persistence Type</b>	Session only.
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Further Information

[Click here for Kentico info](#)

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**Cookie Name**      **CMSCookieLevel**

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Creator              Premier Foods websites / Kentico CMS

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Purpose              Holds the Cookie status (ie: which groups of cookies are allowed) set by the site and/or user.

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Persistence Type   Persistent 50 Weeks from time set.

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Further Information

[Click here for Kentico info](#)

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**Cookie Name**      **CMSPreferredCulture**

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Creator              Premier Foods websites / Kentico CMS

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Purpose              Holds the user preference for the Site Culture (eg: en-GB).

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Persistence Type   Persistent 1 Year from time set.

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Further Information   [Click here for Kentico info.](#)

Note: this could also be considered to be a Category 3 – Functionality cookie

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**Cookie Name**      **CMSCsrCookie**

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Creator              Premier Foods websites / Kentico CMS

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Purpose              Store's a security token that the system uses to validate all form data submitted via POST requests. Helps protect against cross site request forgery.

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Persistence Type      Session only

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Further Information      **[Click here for Kentico info](#)**

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**Cookie Name**      **CookieControl**

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Creator              Civic

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Purpose              Used only to remember the user's preferences on your domain

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Persistence Type      90 days

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Further Information      **[Click here for Civic info](#)**

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**Cookie Name**      **CMSCurrentTheme**

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Creator              Premier Foods websites / Kentico CMS

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Purpose              Holds the name of the visual site theme being presented to the user.

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Persistence Type   Persistent 1 Day from time set.

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Further Information      [\*\*Click here for Kentico info\*\*](#)

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**Cookie Name**      **VisitorStatus**

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Creator              Premier Foods websites / Kentico CMS

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Purpose              Indicates whether the visitor is new or returning to the site.

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Persistence Type   Persistent 20 Years from time set.

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Further Information      [\*\*Click here for Kentico info\*\*](#)

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**Cookie Name** CMSLandingPageLoaded

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**Creator** Premier Foods websites / Kentico CMS

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**Purpose** Indicates that the landing page has already been visited and the Landing page activity is not logged again for the current visitor. Expires after 20 minutes and the expiration period of the key is renewed every time the website is accessed again.

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**Persistence Type** 20 minutes

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**Further Information** [Click here for Kentico info](#)

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**Cookie Name** CMSUserPage

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**Creator** Premier Foods websites / Kentico CMS

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**Purpose** Stores the IDs (DocumentID, NodeID) of the last visited page. Used for logging landing and exit page web analytics and activities.

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**Persistence Type** 20 minutes

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**Further Information** [Click here for Kentico info](#)

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**Cookie Name** CurrentContact

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**Creator** Premier Foods websites / Kentico CMS

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**Purpose** Stores the GUID of the contact related to the current site visitor. Used to track activities on the website.

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**Persistence Type** 50 minutes

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**Further Information** [Click here for Kentico info](#)

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## Category 2: Performance cookies

We use the following Performance cookies:

**Cookie Name** \_ga

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**Creator** Google, inc

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**Purpose** Used by Google Analytics to distinguish (but not identify) users.

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**Persistence Type** Persistent 2 Years from time set.

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**Further Information** Click here for Google Analytics info:  
<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

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### Category 3: Functionality cookies

We use the following Functionality cookies:

<b>Cookie Name</b>	<b>CMSPreferredUICulture</b>
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Creator	Premier Foods websites / Kentico CMS
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Purpose	Stores the preferred UI culture of the user (i.e. stores the preference of the language culture of the user).
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Persistence Type	1 year
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Further Information	<a href="#"><u>Click here for Kentico info</u></a>
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### Category 4: Targeting cookies or advertising cookies

We do not use targeting cookies or advertising cookies on this website.