



COOKIE POLICY for Run Mummy Run Ltd (RMR)

Last updated: 17th October 2018

The RMR Cookie Policy describes the different types of cookies that may be used in connection with the website owned and controlled by us from which you are accessing this Cookie Policy (the “Site”), and how you can manage them.

We may change this Cookie Policy at any time. Please take a look at the “LAST UPDATED” legend at the top of this page to see when this Cookie Policy was last revised. Any changes in this Cookie Policy will become effective when we make the revised Cookie Policy available on or through the Site.

WHAT IS A COOKIE? Cookies are small text files that are stored on your computer or mobile device. They are widely used in order to make websites work, or work in a better, more efficient way. They can do this because websites can read and write these files, enabling them to recognise you and remember important information that will make your use of a website more convenient (for example by remembering preference settings).

WHAT COOKIES DO WE USE? Below we list the different types of cookies that may be used on the Site. Note that to the extent information collected through cookies constitutes personal information; the provisions in the Privacy Policy apply and complement this Cookie Policy

Necessary Cookies

Necessary cookies are necessary for the Site to function and enable you to move around it and to use its services and features. Without these absolutely necessary cookies, the performance of the Site will be compromised.

Name	Provider	Cookie Description	Expiry / Type
__cfduid	runmummyrun.co.uk	Used by the content network, Cloudflare, to identify trusted web traffic.	HTTP / 1 year

Statistics Cookies

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Cookie Description	Expiry / Type
__utma	runmummyrun.co.uk	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.	HTTP / 2 years
__utmb	runmummyrun.co.uk	Registers a timestamp with the exact time of when the user	HTTP / Session

		accessed the website. Used by Google Analytics to calculate the duration of a website visit.	
__utmc	runmummyrun.co.uk	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.	HTTP / Session
__utmt	runmummyrun.co.uk	Used to throttle the speed of requests to the server.	HTTP / Session
__utmz	runmummyrun.co.uk	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.	HTTP / 6 months

How do third parties use cookies on our website?

- Advertisements
- Identity the user

How do I manage cookies?

You may refuse, accept or remove cookies from the Site at any time by activating or accessing the setting on your browser.

You may wish to refer to aboutcookies.com

Please be aware that if cookies are disabled or removed, not all features of the Site may operate as intended.

CONTACT US: If you have any further questions, please contact us via email:
info@runmummyrun.co.uk