

Changes to online privacy laws across the EU since May 2012 mean that visitors to many websites will be asked for their consent for the use of 'cookies' and other similar web technologies.

'Cookies' are a type of file stored on your internet device (PC, Phone or Tablet) and used by most websites in various ways, including enabling you to login, shop online, and generally personalise your online experience.

Cookies can also be used to track your activity and behaviour online, this provides website owners important insights into the quality of their services, enabling them to improve and better meet the needs of all their visitors.

Some types of cookies can also be used to track your activity across lots of different websites, building up a profile of your interests. This enables companies to target you with adverts that they think you are more likely to be interested in.

The new legislation was introduced to help you choose whether or not to allow each website you visit to use cookies when you visit them. All of the countries in the EU have similar laws, and all websites are required to gain your consent, although they may do this in different ways.

It is your right to choose if you give your consent or not, but you should be aware that in some cases you may not be able to use or see all of a website, if you do not allow the use of cookies.

You can find out more about cookies on the [ICO website](#).