

Vosper Garden Services - Cookies

What cookies are

The term “cookie” in the context of internet browsing actually originates from the term “**magic cookie**,” which is a term used by programmers. In computing, a magic cookie is a token or piece of data that a program passes to another, and which the latter typically returns to authenticate or validate itself.

Cookies are small pieces of text that are sent from a website to the user’s browser and stored for a period determined by the cookie sender. A website can not only send a cookie but can look for, read, modify and delete previously sent cookies but only those sent by the website in question. In this way cookies can be used e.g. to save and update useful information such as which and how many pages were visited, or to save the contents of a user’s shopping cart. The main benefit of cookies is that useful information is stored within the web browser’s permanent storage system i.e. even when the web browser is closed.

Selective or all of a user’s cookies can be deleted from a web browser’s storage by user-activated browser settings.

When cookies first appeared on the scene, many users were distrustful because they were (unduly) concerned that data was being placed on a user’s device, and always looked for ways to remove or even prevent cookies from being used. Nowadays some users are concerned that cookies are being used to track which website adverts are being clicked on and then generate user-specific profiles for further advertising opportunities.

Some web server platforms use cookies whose sole purpose is to enable a user session to be created such that when different website pages for the website in question are accessed, the website knows that it is the same user accessing those pages – these “pseudo” cookies are essential for the websites in question to be able to function properly.

Cookies and the General Data Protection Act (GDPR)

The GDPR requires that cookies must be consented to before being allowed on a website – the exception is cookies that are essential for the website’s proper operation (Essential cookies). The GDPR classifies cookies into different purposes e.g. Necessary or essential cookies, Marketing cookies, User-preference cookies etc.

This is why many websites have pop-ups that invite the user to consent to the various types of cookies deployed by the website. The user can opt to allow all cookies, not allow any cookies, or select which cookies are allowed.

Cookies used on this website are of the type Essential and Statistics. The statistics cookies are those sent to Google Analytics to collect non-identifiable data such as how many times the site was visited.

Our cookie pop-up banner

Our cookie banner is an intelligent script that communicates with a cookie manager system supplied by CookieBot – one of the largest cookie management system companies in the world. The banner uses a standard template – this is why even though only essential and statistics cookies are used, preferences and marketing selector buttons appear on the banner.

When the user enters the website, the banner will be presented and the user must give consent before any cookies (other than essential) are activated. The banner contains a detailed description of the types of cookies it can manage – the only type actually used on our website is the statistics type.

Once consent is given (or denied), the banner will not appear again unless the user deletes their web browser cookies, the cookies expire or a new web browser is used to open the site.

The cookie manager system allows us to change the descriptions and contents of the banner from a central management system, rather than changing the script(s) in the web page(s) each time a change is required. The cookie banner's contents therefore are generated by the cookie management platform, making for a less complicated and easier to maintain website.
