

Cookie Policy

What are cookies?

A cookie is a small text file which is stored on your computer when you visit a website. Cookies are used to enable websites and browsers to recognise a user's device. Items such as passwords, logins and preferences are stored in cookies on websites. Puretecfitness.com use cookies for a whole host of reasons, for things like, storing items in your basket for your next visit to the checkout, only showing you messages on our site a relevant number of times, saving passwords and previously searched items.

For more information regarding cookies and their purposes please see the information commissioner's website home page.

Cookies may be additionally used to establish various statistics connected with the website including: most visited pages, time spent on each page and site performance etc by gathering and remembering information about your preferences.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Our Cookies

The cookies on Puretecfitness.com are not harmful and are used to make your browsing experience better by providing improved site functionality and customised experiences. Cookies are widely used across the internet to improve user experience.

Puretecfitness.com does NOT store sensitive or personally identifiable information, such as name, address or credit card details, in our cookies. So your personal data remains secure.

In order to collect anonymous data we may use session cookies that remain in the cookies file of your browser until the browser is closed. Information generated by the use of cookies may be compiled into an aggregate form so that no individual can be identified.

Here are the cookies we may use:

Essential cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to navigate our website, and use its features. When you return to the site, they enable us to remember the products that you've looked at or added to your basket.

Personalisation cookies. These allow us to recognise and count the number of visitors to our website and see how they use it. This helps us to learn where we can improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. We will track the volume of people on our site, where they click and where they exit the site.

Remarketing cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third-party service providers so that we can show adverts that are relevant to you elsewhere on the internet.

By continuing to browse our website, you provide consent to us storing these cookies on your device and using them if you visit our site again. You can delete cookies at any time in your device browser. The method of deletion will vary so please check the help section on your device browser for more information. If you delete or block cookies it may affect the way our website works for you.