

## Full and detailed technical cookies disclosure

**Website audited:** <https://deacon.co.uk/>  
**Audit date:** 2018-12-17  
**Auditor:** Digital Control Room Limited  
<https://www.digitalcontrolroom.com/>

This document is provided to support "-- company --" consent management in relation to the EU privacy directive. It offers the full details of all cookies reported as "in use" as of 2018-12-17.

It is intended for those that wish to review the specific detail of cookies in use on the site, to support your "informed choice".

This content should not be used for any other purpose including financial gain. This document remains the property of "-- company --" and should be returned at their request.

# Cookies

## Necessary cookies - 2 found

These cookies are important to the underlying operation of the website, supporting important functionality such as shopping baskets and the technical operation of the website to ensure it performs how you would expect.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
To be completed	gwcc	deacon.co.uk	/	2 months, 30 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Digital Control Room Limited	wscrCookieConsent	deacon.co.uk	/	1 year	Any	Your visit	Stores your cookie consent session for our site. It contains no information other than whether you have opted in or out for each cookie level.

## Site experience cookies - 0 found

These cookies are used to support your experience on the site and include user-selected options, site navigation aids, etc. Generally, no personally identifiable data is collected with these types of cookies.

We do not use any cookies in this category.

## Performance & operation cookies - 3 found

These cookies are used in the management of the site and include customer surveys, recording visitor numbers and other web analytics. Limited identifiable data may be collected.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
Google Analytics, Google Inc.	__ga	deacon.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__gat_UA-*	deacon.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__gid	deacon.co.uk	/	1 day	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.

# Marketing, anonymous cross site tracking cookies - 2 found

These cookies are used to track our visitors across our websites. They can be used to build up a profile of search and/or browsing history for every visitor. Identifiable or unique data may be collected. Anonymized data may be shared with third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
DoubleClick, Google Inc.	IDE	doubleclick.net	/	2 years	Any	Advertising (low impact)	Contains a unique code to determine which advertisements have been shown on a device, on behalf of Google Inc. Advertising platform DoubleClick. Allows monitoring of the effectiveness of the ads and make the ads more relevant to the user.
DoubleClick, Google Inc.	test_cookie	doubleclick.net	/	15 minutes	Any	Advertising (low impact)	Tests if the user's browser supports cookies, on behalf of Google Inc. Advertising platform DoubleClick.

# Marketing, targeted advertising cookies - 0 found

These cookies are used to track browsing habits and activity. We use this information to enable us to show you relevant/personalised marketing content. Using these types of cookies, we may collect personally identifiable information and use this to display targeted advertising and/or share this data with third parties for the same purpose. Any activity tracked and recorded using these cookies maybe shared to third parties.

We do not use any cookies in this category.