



Benchmark®

# **Website Cookie Policy**

### Short Summary

#### **Purpose of this document**

This procedure sets out how Benchmark Holdings PLC and its subsidiaries use cookies or social media plug-ins on our websites. Cookies are small pieces of data that are stored on your computer or mobile device via your browser. Some of them are essential to make our website work, others serve to provide you a better, faster and safer user experience.

#### **Areas of the GDPR addressed**

Chapter III – Rights of the data subject

#### **General Guidance**

This cookie policy tells you about the information we collect from you when you use our website. Cookies transmit information about you and your use of our websites, such as browser type, search preferences, data relating to advertisements and the date and time of your use. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about why and how we use cookies, and about the rights you have as data subject.

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## 1 Introduction

This policy applies on and from 25 May 2018.

Whenever you use the websites of Benchmark Holdings PLC and websites of its group companies, information may be collected through the use of cookies.

This Cookie Policy tells you about the information we collect from you, using cookies, when you use our websites. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

By using our domains [thepigsite.com](http://thepigsite.com), [thepoultrysite.com](http://thepoultrysite.com), [thefishsite.com](http://thefishsite.com), [thecattlesite.com](http://thecattlesite.com), [thedairysite.com](http://thedairysite.com), [thebeefsite.com](http://thebeefsite.com), [thecropssite.com](http://thecropssite.com), [themeatsite.com](http://themeatsite.com), [thepetsite.co.uk](http://thepetsite.co.uk), [thesheepsite.com](http://thesheepsite.com), [elsitioavicola.com](http://elsitioavicola.com), [elsitioporcino.com](http://elsitioporcino.com), [thepigsite.cn](http://thepigsite.cn), [thepoultrysite.cn](http://thepoultrysite.cn), [thefishsite.cn](http://thefishsite.cn), [agritimes.ru](http://agritimes.ru), [5mbooks.com](http://5mbooks.com) and [oldpond.com](http://oldpond.com) you agree to our use of cookies as described in this Cookie Policy.

## 2 Who are we?

We are Benchmark Holdings plc and its group companies.

Benchmark Holdings plc's address is Benchmark House, 8 Smithy Wood Drive, Sheffield, S35 1QN, UK.

You can contact us by post at the above address or by email at [gdpr@bmkholdings.com](mailto:gdpr@bmkholdings.com) .

We are not required to have a data protection officer, so any enquiries about our use of cookies should be addressed to the Chief Data Controller at the contact details above.

## 3 Use of Cookies

### 3.1 When you use our website

When you use our website to browse our products and services and view the information we make available, various cookies may be used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

Some of the cookies we use are strictly necessary for our website to function, and we

Cookie Name	Purpose	Further Information
Strictly Necessary	Required for the operation of our website and under our terms with you.	For instance, cookies that allow (certain) users to log into the secure areas of our website.

However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. These are:

Cookie Name	Purpose	Further Information
Functional	Used to remember you when you return to our website.	Used to remember your preferences, greet you by name and similarly personalise content for you in some instances.
Performance & Analytics	To calculate the number of unique Visitors to our website. To understand how Visitors use our website.	Helps us understand what Visitors find useful and whether they can easily access information on the website

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the privacy statement applicable to the website in question.

### 3.2 How to manage your cookies

There are various ways that you can control and manage your cookies.

Please remember that any settings you change will not just affect our website. These changes will apply to all websites that you visit (unless you choose to block cookies from individual sites).

The settings you change will also only apply to the device on which you change them and will not apply across all your devices. If you want to opt out of cookies on all your devices, you will need to separately change the settings on each of your devices in turn.

Most browsers will allow you to:

- See what cookies you have and delete them on an individual basis.
- Block third party cookies.
- Block all cookies from being set.
- Delete all cookies when you close your browser.

You should be aware that any preferences will be lost if you delete all cookies.

Be aware, that you block cookies completely, many other websites will not work properly and some functionality on websites will not work at all.

To learn more about how to manage your cookies, please refer to the Help pages for each of the major browsers below.

Google Chrome

<http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>

Internet Explorer

<http://support.microsoft.com/kb/>

Firefox

<http://support.mozilla.org/en-US/kb/Cookies>

Safari

[https://support.apple.com/kb/PH21411?locale=en\\_GB](https://support.apple.com/kb/PH21411?locale=en_GB)

Safari iOS

<https://support.apple.com/en-us/HT201265>

Android

<http://support.google.com/chrome/answer/2392971?hl=en-GB>

### 3.3 Cookies and Personal Data

- a) Cookies don't collect things like your name or email address, they do collect a unique user identifier code. This is a random sequence of numbers and letters which we can use to link information collected by the cookies back to you ***without*** the cookies collecting your name or email address.
- b) This enables us to identify your device so that we can improve your experience and make sure your settings are remembered correctly. This allows us to use the information collected by the cookies to understand more about your use of our website, and in time, help us make our website more relevant to you and other visitors.

Any personal data that we may collect when you visit our website is covered by our [Privacy Policy](#)

### 3.4 Updates to this Cookie Policy

We regularly review and, if appropriate, update this cookie policy from time to time, and as our services and use of personal data evolves.

If we want to make use of cookies in a way not identified here, we update the Cookie Policy and Privacy Policy to reflect that.

We will update the version number and date of this document each time it is changed.