



Cookie Policy

About this Cookie Policy

This Cookie Policy explains what cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, the information we collect using cookies and how that information is used. For further information on how we use, store and keep your personal data secure.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Cookie Policy please contact:

Address: Perry Road, Harlow, Essex, CM18 7PN

Telephone: +44 (0)1279 821 200

E-mail: Sales@akhter.co.uk

Cookies are little text files which are stored on the browser or hard drive of your computer or mobile device when you visit a webpage or application. Cookies work to make your experience browsing our site as smooth as possible and they remember your preferences so you don't have to insert your details again and again.

There are different types of cookies. Some cookies come directly from our website and others come from third parties which place cookies on our site.

Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.

We are 4 varieties of cookies which operate on our website:

1. The essentials

Some cookies are essential for you to be able to experience the full functionality of our site. For example, these cookies allow you to log-in to your IKEA account and add products to your basket and checkout securely. Without these cookies, some parts of our site just won't work as they should.

2. The customisers

These cookies (also called functional cookies) allow our site to remember your preferences, helping you to customise your experience on our site. That way we can remember you when you return to our site, direct you to the homepage of your local IKEA store, and provide you with live chat support while you are browsing for home furnishing inspiration.

3. The performance improvers

These cookies tell us about how you use the site and they help us to make it better. For example these cookies count the number of visitors to our website and see how visitors move around when they are using it. This helps us to improve the way our site works, for example, by ensuring that users find what they are looking for easily.

4. The targeters

These cookies (also called advertising cookies) are used to deliver advertised content which is relevant to you and they can be used to track the effectiveness of our ad campaigns on third party websites. These cookies are placed on our site by our third party service providers and



they may remember your web browsing activity and may be used to understand about your demographics, such as age and gender. Only anonymised information is captured and used and the purpose is to provide you with content which is relevant to you.

How do we use cookies?

We use cookies to enhance your browsing experience by:

- Recognising when you log in and any preferred settings.
- Giving you a browsing experience that is unique to you and to serve you content which we believe improves your site experience
- Analysing how your use our site which helps us to troubleshoot any problems and to monitor our own performance.