Cookie Policy

Updated 27 September 2021

What are "cookies"?

"Cookies" (also known as HTTP cookies, web cookies or browser cookies) are simply small pieces of data, which are stored as text files on your computer, whenever you visit certain websites. Their typical purpose is to help sites remember particular actions you may have done there in the past. For example, cookies may track when you have logged into a site, visited certain pages or clicked certain buttons.

Websites maintained by Victoria J Photography use cookies to improve your user experience. In many cases, cookies are even essential for certain features of a site.

For example, we use cookies to:

- Remember your user preferences, searches and favourites.
- Track your usage of a site, via Google Analytics©.
- Track the success of our marketing campaigns.

Are cookies harmful?

Cookies cannot harm you or your computer. They cannot contain viruses, cannot install harmful software and cannot damage your computer in any way. Although Victoria J Photography uses cookies to gather encrypted information to improve your user experience, this information is never personally identifiable. We do not use cookies to store any sensitive information, such as name, address or contact details.

Despite this, if you do wish to disable or remove cookies, please see the "Help" section of your browser or mobile device. Each browser or device handles the management of cookies differently, so you will need to refer to your appropriate "Help" documentation. However, as mentioned, please be aware that cookies are essential for certain features of a Victoria J Photography site to work properly.

Why are we telling you this?

The information provided here on the use of cookies on Victoria J Photography websites demonstrates our compliance with recent cookie legislation. We also want you, as a valued Victoria J Photography website user, to fully understand your privacy, how cookies affect you and to be entirely comfortable with your Victoria J Photography website experience.

We trust that this information eases any concerns you may have had about your privacy and safety with cookies. BY CONTINUING TO USE OUR WEBSITE, YOU AGREE TO BE SUBJECT TO THE TERMS OF THIS COOKIES POLICY AND OUR USE OF COOKIES AS DISCLOSED IN THIS POLICY.

What cookies do we use and why?

The following shows the full list of platform cookies used throughout Victoria J Photography websites.

Use of Google Analytics

Google Analytics uses so-called "cookies," i.e. text files that are stored on your device, enabling us to track and analyse your visit to our website.

You can prevent the storage of cookies on your device by changing the settings of your browser software accordingly; however, we point out that in this case you may not be able to fully use all functions on our website. Furthermore, you have the option of disabling the tracking of the data generated by the cookie and related to your use of the website (including your IP address) as well as processing of this data by Google, if you download and install the browser add-on available at the following link:
http://tools.google.com/dlpage/gaoptout?hl=en

You can disable the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set, which prevents the collection of your data on future visits to this website: Disable Google Analytics

Google Tag Manager

Google Tag Manager is a solution that enables us to manage various website tags via a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data under certain circumstances. Google Tag Manager does not access these data. If deactivation occurs at domain or cookie level, it remains in use for all tracking tags, which are implemented by Google Tag Manager.

Facebook Pixel

Facebook Pixel, Custom Audiences und Facebook Conversion
On the basis of legitimate interest in, and for the purposes of, the analysis, optimisation and economic operation of the websites, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are based in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used within the websites of Sharon Nicholson Photography.

Facebook is certified under the Privacy Shield Agreement and thus guarantees compliance with European data protection law
(https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active).

With the help of the Facebook Pixel, Facebook is able to determine the visitors of the website as a target group for the presentation of ads (so-called "Facebook ads"). Accordingly, Victoria J Photography uses the Facebook Pixel to display the Facebook ads only to Facebook users who have also shown an interest in the website or who have certain characteristics (e.g. interest in certain topics or products as determined on the basis of the websites visited) that Victoria J Photography transmits to Facebook (so-called "custom audiences"). The Facebook Pixel also ensures that the Facebook ads correspond to the potential interest of the users and are not a source of annoyance. Victoria J Photography can also use the Facebook Pixel to monitor the effectiveness of Facebook advertisements

for statistical and market research purposes by seeing whether users have been redirected to a website after clicking on a Facebook advertisement (so-called "conversion").

Facebook processes the data in accordance with the Facebook Data Usage Policy. Accordingly, general information on the display of Facebook ads can be found in the Facebook Data Usage Policy: https://www.facebook.com/policy.php

For specific information and details about the Facebook Pixel and how it works, please visit the Facebook Help section: https://www.facebook.com/business/help/651294705016616

You can object to data collection by the Facebook Pixel and use of your data to display Facebook ads. Visit the page set up by Facebook and follow the instructions on usage-based advertising preferences in order to set the types of ads you see within Facebook: https://www.facebook.com/settings?tab=ads.

The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

You may also object to the use of cookies for reach measurement and for advertising purposes via the disable page of the network advertising initiative (http://optout.networkadvertising.org/) and additionally via the US website (http://www.aboutads.info/choices) or the European website (http://www.youronlinechoices.com/uk/your-ad-choices/).