

**DATED 17<sup>th</sup> JANUARY 2021**

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ZIRAF LTD

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**COOKIE POLICY**

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We ask that you read this cookie policy carefully as it contains important information on who we are and our use of cookies or similar technologies on our website. This policy should be read together with our <http://zirafapp.com/privacy-policy.html> which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities in the event you have a complaint.

### **Who we are**

This website is operated by Ziraf Ltd. We are a company that focuses on authentic restaurant recommendations through a group of credible chefs, food bloggers and Instagrammers that launched a mobile app. We're also focusing on delivering restaurant food to our customers. For more information see <http://zirafapp.com/home.html>

### **Our website**

This cookie policy relates to your use of our website, <http://zirafapp.com/home.html> .

Throughout our website we may link to other websites owned and operated by certain trusted third parties to enable payments to be taken. These other third-party websites may also use cookies or similar technologies in accordance with their own separate cookie policies. For privacy information relating to these other third-party websites, please consult their cookie policies as appropriate.

### **Cookies**

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions.

For example, we may monitor how many times you visit the website, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the websites below tell you how to remove cookies from your browser. However, some of our website features may not function as a result.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

### **Our use of cookies**

We use cookies on this website to:

- recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);
- obtain information about your preferences and use of our website;
- keep track of the items stored in your shopping basket and take you through the checkout process.
- carry out research and statistical analysis to help improve our content, services and to help us better understand our users' requirements; and
- target our marketing and advertising campaigns and those of our partners more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

For further information on cookies generally visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Types of cookies**

The cookies we place on your device fall into the following categories:

- **Session cookies**—these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards
- **Persistent cookies**—these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache
- **Strictly necessary cookies**—these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, the services you have asked for could not be provided. They include, for example, integrating Stripe as our payment infrastructure to accept payments will allow us to collect payment information that is necessary to enable the transaction to run smoothly. <https://stripe.com/cookies-policy/legal>.
- **Performance/ analytical cookies**— these allow us to assess site visitor behaviour, for example, recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily. We use cookies to compile visitor statistics such as how many people have visited our site, how they reached our site, what type of technology they are using (e.g. Mac or Windows, which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website.
- **Functionality cookies**—these cookies allow our website to remember the choices you make (such as your username, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites

The table below provides more information about the cookies we use and why:

<b>The cookies we use</b>	<b>What they do</b>	<b>Purpose</b>	<b>Duration</b>
Stripe.com	Stripe is our payment infrastructure to accept payments which will allow us to collect payment information that is necessary to enable the transaction to run smoothly <a href="https://stripe.com/cookies-policy/legal">https://stripe.com/cookies-policy/legal</a>	Fraud prevention and detection	Ranging from each session to 2 years.
Session cookie	This cookie keeps track of order counts for the ordering time	For consistency and accuracy purposes	Per session

### **Consent to use cookies**

We will ask for your permission (consent) to place cookies or other similar technologies on your device, except where these are essential for us to provide you with a service that you have requested (eg to enable you to put items in your shopping basket and use our check-out process).

### **How to turn off cookies**

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.

### **How to contact us**

Please contact us if you have any questions about this cookie policy or the information we hold about you.

If you wish to contact us, please send an email to [info@zirafapp.com](mailto:info@zirafapp.com).

### **Changes to this policy**

This policy was published on 17<sup>th</sup> January 2021 and last updated on 17<sup>th</sup> January 2021.

We may change this policy from time to time, when we do we will update it on this website, <http://zirafapp.com/cookie-policy.html>.