

# Cookie Policy

**Last updated:** 17 March 2025

MOI Product UK Limited ("we," "our," "us") uses cookies and similar technologies to enhance your experience when using our website at <https://www.moiproduct.co.uk> ("the website"). This Cookie Policy explains what cookies are, how we use them, and your choices regarding them.

By using our website, you consent to our use of cookies in accordance with this policy. If you do not agree with our use of cookies, please adjust your browser settings or refrain from using our website.

## 1. What are Cookies?

Cookies are small text files placed on your device (computer, smartphone, tablet, etc.) when you visit a website. These cookies store information about your preferences, settings, and browsing activity to help us improve your experience on our site.

Cookies can be classified into different types based on their purpose, duration, and origin. We use both **first-party cookies** (set by our website) and **third-party cookies** (set by external services we work with, such as analytics or advertising partners).

## 2. Types of Cookies we use

We use the following types of cookies:

### Functional Cookies

Functional cookies are essential for the basic functions of our website. Without them, certain parts of the website may not work properly. These cookies enable us to:

- Remember your language preferences or selected currency.
- Allow you to log into your account or make purchases.
- Store your shopping cart items.
- Enable basic website functionality and security features.

### Analytical Cookies

Analytical cookies help us understand how visitors interact with our website. They provide us with valuable insights that allow us to improve the user experience, performance, and content on our site. These cookies collect information such as:

- Pages visited.
- Time spent on the website.
- Referring websites.

- User interactions (e.g., clicks, scrolls).

We use **Google Analytics** and similar services for this purpose. The information collected is aggregated and anonymized to improve website performance.

### **Marketing Cookies**

Marketing cookies allow us and our trusted partners to deliver personalized advertisements to you based on your browsing behavior and preferences. These cookies help us:

- Show targeted ads on our website or third-party sites.
- Measure the effectiveness of advertising campaigns.
- Collect information about the products or services you may be interested in.
- Use retargeting techniques to show ads to you after you leave our site.

These cookies may come from third-party advertising networks, such as **Google Ads, Facebook, Instagram, and Pinterest**.

### **Social Media Cookies**

We also use cookies that allow you to share content from our website on social media platforms like **Facebook, Instagram, and Twitter**. These cookies may be used by social media providers to track your activity across different websites for targeted advertising.

## **3. Third-Party Cookies**

We work with trusted third-party partners to enhance our website functionality and services. These third parties may set cookies on your device to collect information for their purposes, such as tracking, analytics, and personalized advertising. For example:

- **Google Analytics** tracks website usage data to help us improve the website.
- **Facebook and Instagram** cookies allow us to integrate social media features and show you targeted ads.
- **Pinterest** uses cookies to allow you to pin items to your boards and track activity.

You can learn more about how third parties use cookies by reviewing their privacy policies:

- [Google Analytics Privacy Policy](#)
- [Facebook Privacy Policy](#)
- [Instagram Privacy Policy](#)
- [Pinterest Privacy Policy](#)

## **4. Your Consent**

When you first visit our website, you will see a banner that informs you about the use of cookies. By clicking "Accept" or continuing to use the website, you consent to the use of cookies as described in this Cookie Policy.

You can manage your cookie preferences at any time through our Cookie Settings tool, or by adjusting your browser settings.

## **5. How to manage Cookies**

You can control and manage cookies through your browser settings. The steps to adjust cookie preferences may vary depending on the browser you are using. Below are links to guides on how to manage cookies in popular browsers:

- [Chrome Cookies Settings](#)
- [Firefox Cookies Settings](#)
- [Safari Cookies Settings](#)
- [Internet Explorer Cookies Settings](#)

If you disable certain cookies, some features of our website may not work as intended.

## **6. Your Rights regarding Personal Data**

Under the **UK GDPR**, you have certain rights regarding your personal data. These include:

- **Right to access:** You can request access to the personal data we hold about you.
- **Right to rectify:** You can request corrections to any inaccurate or incomplete data.
- **Right to erase:** You can request the deletion of your personal data.
- **Right to withdraw consent:** You can withdraw your consent for us to use cookies at any time.

For more information on your rights, please refer to our Privacy Policy or contact us using the details below.

## **7. Changes to this Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we update the policy, we will revise the "Last Updated" date at the top of the page.

We encourage you to review this policy periodically to stay informed about how we are using cookies and protecting your privacy.

## **8. Contact Information**

If you have any questions or concerns about this Cookie Policy or how we handle cookies, please contact us at:

**MOI Product UK Limited**

Email: [info@moiprduct.co.uk](mailto:info@moiprduct.co.uk)

**This Cookie Policy was last updated on 17 March 2025.**

