

Cookie Policy

This Cookie Policy explains how we use “cookies” and similar technologies (such as “web beacons”, “pixels” or “tags”) on the Caltech Crystalyx website at www.crystalyx-global.com (“Site”) and in our marketing emails. It is designed to help you make informed decisions when using our Site and our App and interacting with our communications. Please take a moment to read and understand this Cookie Policy. This Cookie Policy should also be read in conjunction with our Privacy Policy.

What are cookies?

Cookies are very small text files or pieces of code, which often include an anonymous unique identifier. When you visit a website, the website sends information to your computer or mobile device and creates a text file that is then stored on your computer or mobile device. Information gathered through cookies may include the date and time of visits and show how people use the particular website or mobile application, usually so the website operator can make improvements. Amongst other things, cookies are also used to help you access a website and its content as efficiently as possible (by remembering you from your last visit) and to make sure you are presented with advertising that is relevant to you.

Similar to cookies are technologies known as “web beacons”, “pixels or “tags”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content.

We use “first party cookies” and “third party cookies”. First party cookies are cookies placed by us. Third party cookies are cookies placed by others. Information collected by third party cookies will be shared with the relevant third party. Please refer to the relevant third party’s privacy notice for more details about the information they collect and how they use it.

You should be aware that applications you use to access our Site, such as your web browser, may also place cookies on your device when visiting our Site, or other websites. An example of this would be where you sign in to Google Chrome using a Google Account. We have no control over these third party cookies, so you will need to manage these cookies in the settings of the relevant applications. For more general information on cookies and how they work, please visit [All About Cookies](#).

How long do cookies last?

The lifespan of a cookie depends on its purpose and how you interact with it:

Session Cookies – these are temporary cookies that are placed on your device during your browsing session and then automatically erased when you close your browser.

Persistent Cookies – these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date or you manually delete them.

Which cookies are used on our Site and App?

We use the following types of cookies:

Essential Cookies/Strictly Necessary Cookies – These cookies are those cookies which a website could not operate without. These include cookies such as login cookies and shopping cart cookies.

Functional Cookies – These cookies recognise you when you return to a website, remember your preferences and provide enhanced, more personalised features.

Performance Cookies – Performance cookies, along with other information, allow websites to calculate the aggregate number of people using a website and which features of a website are the most popular. This information is generally used to improve the website and the way visitors are able to move around it.

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Social Media Cookies – These cookies are used to personalise your interaction with social media, such as Twitter, Facebook, and YouTube. Such cookies recognise users of those social media sites when you view social media content on the website. They also allow you to quickly share content across social media, through the use of simple “sharing” buttons. Some websites may also contain features that enable you to use your social media account to sign in and create/maintain an account with the website you are visiting and to enable the website operator to store your content. This involves the use of cookies.

Targeting Cookies – Targeting cookies (also known as advertising cookies) help us to deliver our adverts when you visit other websites, such as news websites. This is known as “retargeting”. This technique helps to ensure that the ads you receive are more relevant to you and your interests. These cookies help to measure the effectiveness of an ad and can also limit the number of times that you see an ad. These cookies are placed on your device by advertising networks that we and other advertisers work with to deliver ads. They remember what sites you visit and this information is shared with other ad networks to show you relevant ads.

Is consent needed to use cookies?

Essential/Strictly Necessary Cookies – We do not need your consent to store and access essential cookies on your device, although you can still block or delete them.

Other (“non-essential”) Cookies – We may only store and access non-essential cookies on your device with your permission. You are not obliged to give consent to our use of non-essential cookies. If you do give your consent and then change your mind, you can still delete any cookies that have already been placed.

The cookies we use

Cookie	Type	Description	Duration
_fbp	Advertisement	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	3 months
_gcl_au	Analytics	This cookie is used by Google Analytics to understand user interaction with the website.	3 months
_ga_B04VN5LTL8	Analytics	This cookie is installed by Google Analytics. This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for	2 years
_ga	Analytics	the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years

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Cookie	Type	Description	Duration
_gid	Analytics	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day
__gat_gtag_UA_203722354_1Analytics		This cookie is set by Google and is used to distinguish users.	1 minute

How do I refuse, block or delete cookies?

There are various ways that you can manage your cookie preferences but please be aware that in order to use some parts of our Site and App you will need to allow certain essential or functional cookies. If you block or subsequently delete those cookies, some aspects of our Site and App may not work properly and you may not be able to access all or part of our Site or App.

Your options for managing your cookie preferences are set out below:

When you access our Site, we will ask you to provide consent for our use of non-essential cookies. We may repeat this request on subsequent visits to our Site, for example if you delete cookies from your browser or we need to request new consents from you.

Please be aware that withdrawing your consent does not remove the cookie from your device and, in the case of Social Media Cookies and Targeting Cookies, the cookie may still be used by third parties to show you personalised content and/or advertisements.

Where cookies are essential to the operation of our Site, we can use these without your consent and they cannot be managed.

Using your browser settings or other tools

You can block the use of cookies generally (not just in respect of our Site) by activating the relevant settings in your browser. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

Some cookies are dropped by third parties who operate the browser or application through which you access the Site. We do not have control of this, and you will need to manage those cookie settings through the relevant third party application.

If you do not want to be tracked by Google Analytics, you can install the [Google Analytics opt-out browser add-on](#) (but this will only work on certain browsers). For further information on Google Analytics and its use of cookies, please consult the [Google Analytics cookie policy](#).

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What about Google Chrome cookies?

Separately to our use of Google Analytics cookies, when you access the Site via Google applications such as Google Chrome, Google may collect user information for the purpose of Google serving personalised advertising across your devices. Google is able place these advertising cookies on the devices used by visitors to the Site because we use Google services to run the Site. However, these cookies are dropped for Google's own purposes and as such we do not have any control over how or when they are dropped. You will need to opt out of receiving these cookies via your Google settings. For further information about these cookies please see: <https://policies.google.com/technologies/types?hl=en-US>. Please note that other browsers may use similar tools.

Does this policy change?

We may update our Cookie Policy from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. For example, it is not currently our policy to enable purchases of merchandise online via our websites, but if this policy were to change, we would wish to use cookies to keep track of your online purchases, to keep your purchases secure and to assist you with making them (for example using a shopping cart cookie). We recommend that you check here periodically for any changes to our Cookie Policy.

Questions and Concerns

If you have any questions regarding the collection, processing or use of your personal data, for information, correction, restriction, or deletion of data, as well as revocation of consent given or objection to a specific use of data, please contact us directly using the following contact details.

Caltech Crystalyx a trading division of Carr's Agriculture Ltd
Solway Mills, Silloth, Wigton, CA7 4AJ
United Kingdom
Tel: 016973 32592
Email: info@crystalix-global.com