



# Cookies Policy

## United Kingdom

### 1. Introduction

The [www.vidadivina.com](http://www.vidadivina.com) website (the "**Vida Divina Site**") is operated by Vida Divina LLC a company incorporated in the United States and Vida Divina Limited (hereafter "**we**", "**us**", "**our**", "**Vida Divina**"), a company incorporated in England and Wales. This page, with our [Privacy Policy](#), details our use of cookies on the Vida Divina® Site. By using the Vida Divina® Site, you indicate that you accept this Cookies Policy and our Privacy Policy and you agree to abide by them. If you do not agree to these, please do not use the Vida Divina® Site.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure you are happy with any changes.

### 2. What Are Cookies

Cookies are small files or records that we place on your computer's hard drive to collect information about your activities on the Vida Divina® Site. The cookies transmit this information back to the computers at Vida Divina® or our third-party distributors of banners and newsletters; these computers are, generally speaking, the only computers which are authorized to read such information.

### 3. What Do We Use Cookies For

Some non-personal information is automatically received and sometimes collected from you when you visit the Vida Divina® Site.

We receive and collect the name of the domain and host from which you access the Internet; the Internet protocol (IP) address of the computer you are using; the browser software you use and your operating system; the date and time you access the Vida Divina® Site; and the Internet address of the website from which you linked directly to the Vida Divina® Site.

We use this information to monitor the usage of the Vida Divina® Site. Also, when we send emails to you, we may be able to identify information about your email address, such as whether you can read graphic-rich HTML emails. All of the information we automatically capture provides us with the ability to enhance our customers' search and shopping experiences and to determine aggregate information about our user base and usage patterns.

The information captured makes it possible for us (i) to speed navigation, keep track of items in your shopping cart, and provide you with custom tailored content; (ii) to remember information you gave to us so you don't have to reenter it each time you visit



the Vida Divina® Site; (iii) to monitor the effectiveness of certain of our marketing campaigns; and (iv) to monitor total number of visitors, pages viewed, and the total number of banners served.

#### 4. Which Cookies Do We Use

The following are the cookies we use on :

Name of Cookie	Purpose of Cookie	Reason for Use
__cfduid	Performance	Cookie associated with sites using CloudFlare, used to speed up page load times. According to CloudFlare it is used to override any security restrictions based on the IP address the visitor is coming from. It does not contain any user identification information.
__utma	Google Analytics	This cookie is used by Google Analytics to track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like new sessions/visits.
__utmb	Google Analytics	These cookies work together to calculate how long a visit takes. __utmb takes a timestamp of the exact moment in time when a visitor enters a site, while __utmc takes a timestamp of the exact moment in time when a visitor leaves a site. __utmb expires at the end of the session. __utmc waits 30 minutes, and then it expires. __utmc has no way of knowing when a user closes their browser or leaves a website, so it waits 30 minutes for another



		pageview to happen, and if it doesn't, it expires.
__utmz	Google Analytics	This cookie keeps track of where the visitor came from, what search engine you used, what link was clicked on, what keyword was used, and where they were in the world when you accessed a website. It expires in 15,768,000 seconds – or, in 6 months. This is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a goal conversion or an e-commerce transaction.
__utmt	Google Analytics	This cookies is used to throttle the request rate for the service - limiting the collection of data on high traffic sites.
IWGCountrySlug		
IWGLanguageSlug		
__atuvc	<b>Functionality</b>	This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.
__atuvs	Functionality	This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. This is believed to be a new cookie from AddThis which is not yet



		documented, but has been categorised on the assumption it serves a similar purpose to other cookies set by the service.
__utmc	Google Analytics - Performance	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older versions this was used in combination with the __utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.

1. Google Analytics, a web analysis service of Google Inc. ("**Google**") is used on this the Vida Divina® Site. Google Analytics uses so-called "Cookies" allowing an analysis of your use of the Vida Divina® Site. The information about your use of the Vida Divina® Site created by a Cookie (including your IP address) is then transferred to a server of Google Inc. in the USA and stored there. Google will use this information to evaluate your use of the Vida Divina® Site, compile reports on the Vida Divina® Site activities for the Vida Divina® Site operator and provide further data relating to website and Internet use. Google will transfer this information to third parties if prescribed by law or to the extent those third parties are commissioned by Google Inc. to process the data. Google will in no case link your IP address with other data of Google Inc. Further Information about Google Analytics and data protection is available through the following link



<http://www.google.com/intl/de/analytics/privacyoverview.html>. By using the Vida Divina® Site you agree to the processing of the data gathered about you by Google in the way described above and for the aforementioned purposes.

## 5. Managing Cookies Usage

1. You may block the installation of cookies by certain settings provided by your browser software; we would like to inform you however that in this case you may not be able to have full access to all Vida Divina® Site functions. Furthermore, you can prevent the compilation of data (including your IP address) through cookies and website use by downloading and installing the browser plug-in available through the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.
2. If you have any concerns about material which appears on the Vida Divina® Site, please contact us at [privacy@vidadivina.com](mailto:privacy@vidadivina.com).