PRIVACY POLICY

Information we collect:

Non-personally identifiable clickstream information is collected for every visitor to this website. This includes pages viewed, date, time, browser type, etc.

IP numbers are stored and used temporarily to determine domain type and in some cases geographic region. There is no association between this information and a visitor's identity.

Why we collect information and how we use it:

The non-personally identifiable information we collect is used by the Amplicon marketing personnel for the express purpose of determining how traffic is moving through the site and how visitors reached us. We use these figures as a total, not individually, what helps us to understand on which type of content visitors are interested in the most, for instance.

We use non-personally identifiable information about our web users to improve the website usability, to statistically analyse website usage, to improve our web content and product offerings and to customise our website's services. These uses allow us to improve our site and offer a better web experience based on our customer's needs.

If you have supplied us with your email address you will receive product newsletters or other communications you have requested. We offer an opt-out option in all our emails.

Disclosure of your information:

Under no circumstances we will share, sell or rent customer or web user information to any third party.

How we collect this information:

We use a web analytics tool to analyse site usage, how our users arrive at our site, what paged they visit on the site, what browser they are using and on what operating system etc. However, this analytics data, collected via a JavaScript tag in the pages of our website, is not tied to personally identifiable information.

Cookies:

We use a small number of different cookies on our site. If you do not know what cookies are, or how to control or delete them, then we recommend you visit http://www.aboutcookies.org for detailed guidance.

To make full use of the online shopping and personalised features on this website, your computer, tablet or mobile phone will need to accept cookies, as we can only provide you with certain personalised features of this website by using them. However, if you'd prefer to restrict, block or delete cookies from this website, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

This website offers clear information on the way it works. This information is easily accessible and available in a prominent position on each single webpage. On this basis we assume you are happy

with this usage. If you are not happy, then you should either not use this site, or you should delete Amplicon cookies having visited the site.

The section below describes the cookies we use on this site and what we use them for.

Cookies we use:

Session = Functionality cookies

We use session cookies to remember your log-in details for you, your preferences (e.g. currency choices) and what you've added into the shopping basket. These we deem strictly necessary to the working of the website. If these are disabled then some of the website functionality will be broken.

For more information on session cookies and what they are used for please click here

Strictly necessary cookies set by Amplicon websites		
NAME	EXPIRES	TYPE
CFID	1 day	Session
CFTOKEN	1 day	Session
JSESSIONID	4 hours	Session

Persistent = Google Analytics cookies & Live chat cookies

Google Analytics – This website uses this web traffic analytical tool to understand the web traffic. Google Analytics cookies collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

For more information on Google Analytics cookies please click here

If you wish to opt-out please click here

Cookies set by Google Analytics		
NAME	EXPIRES	TYPE
Name __utma	2 years*	Persistant
Name __utmb	30 mins	Session
Name __utmc	End of session	Session
Name __utmz	6 month*	Persistant

Live chat – we use this to understand the user website experience and offer a quicker and better support service. These session cookies are only set when you start a live chat session.

You can find out more about Live Chat at http://www.livechatnow.com/

Cookies set by Live chat		
NAME	EXPIRES	TYPE
clncom	End of session	Session
lcncompn	End of session	Session
lcnone	10 years	Persistant
lcnonepn	10 years	Persistant