iD mobile

Cookies

This Cookies Policy applies to the iD Mobile website and app, part of Currys Group Limited (Currys). The purpose of our Cookies Policy is to help explain what they are, why you are collecting them, and what information cookies store.

What are cookies?

Like most websites, Currys uses cookies and other equivalent technologies to collect information. Where we refer to 'cookies' in this Policy, we are referring to cookies and similar tracking technologies such as web beacons, clear GIFs and pixel tags.

Cookies are small data files which are placed on your computer or other devices (such as smartphones or tablets) as you browse this website. They are used to 'remember' when your computer or device accesses our websites. Cookies are essential for the effective operation of our websites and to help you shop with us online. They are also used to tailor the products and services offered and advertised to you, both on our websites and elsewhere.

Cookies are either be First Party, meaning that they are directly placed by Currys, or Third Party cookies, which are placed by third-party organisations.

Cookies will also either be session or persistent cookies:
- Session: these are temporary cookie files, which delete automatically when you close your browser, effectively ending your session on our website
- Persistent: these are cookie files that remain in place even after you have finished your session – they will either delete automatically at the end of their duration period, which varies, or can be manually removed by you.

Information collected

Some cookies collect information about browsing and purchasing behaviour when you access this website with the same computer or device. This includes information about pages viewed, products purchased and your journey around a website. Currys can use cookies to monitor your browsing and purchasing behaviour. We do not use cookies to collect or record information on your name, address or other contact details.

What do we use cookies for?

The main purposes for which Currys uses cookies are used to:
- Ensure our website works properly and you see all the content.
    - Keep our website safe from security risks.
    - Identify any bugs or issues, and work on performance improvements across the website.
    - To present digital advertising to you and measure the effectiveness of these adverts.
    - Remember information about you, so you do not have to give it to us again
    - Keep you signed in, even on different devices
    - Help us understand how people are using our services, so we can make them better.
    - Help us personalise our websites and emails for you by remembering your preferences and settings.
    - To find out if our emails have been read and if you find them useful.

![iD mobile logo]

We work with third party partners to help us carry out these activities, including Google, and more information on how Google uses information from sites or apps that use their services is available here. Where the activities do involve third parties, your consent preferences, where applicable, will be visible to them.

What kind of cookies do we use?
Essential cookies
These are cookies that are required for the operation of a website and cannot be disabled in our preference centre. They include, for example, cookies that enable users to log into secure areas of a website, use a shopping cart or make use of e-billing services. They also set and remember your preferences with regards to the placement of other cookies. Generally, these are session cookies that expire on closing the browser but not always.

Performance cookies (both 'First Party' and 'Third Party')
These types of cookies allow online providers to recognise and count the number of visitors and to see how visitors move around their website when they are using it. This assists online providers in improving the way their website works, for example, by ensuring that users are finding what they are looking for easily. Generally, these will be first party cookies (placed by Currys), and a mix of session and persistent cookies. Sometimes the services are provided by third parties and specialised software – which can use either first or third-party cookies.

Functionality cookies
These are used to recognise users when they return to a website. They enable the personalisation of content, the recognition of users and remember user preferences (for example, their choice of language or region). They are generally a mix of first and third party, session and persistent cookies.

Marketing cookies
These cookies record a user's visit to a website, the individual pages visited and the links followed. If the cookie is set by a third party (for example, an adtech provider) which also monitors traffic on other websites, this type of cookie may also be used to track a user's movements across different websites and to create profiles of their general online behaviour. Information collected by tracking cookies is commonly used to serve users with targeted online advertising. These will almost always be third party cookies and mostly persistent.

Full details of cookies on our website can be accessed via our preference centre.

How can I manage my preferences and consent?

When you first visit our website you will be presented with a 'cookie banner' where you can either Accept All Cookies, or open the Cookies Preference Centre to select certain categories of cookies only, or Reject All but Essential Cookies. In our Preference Centre you can also find out more about the specific cookies on our website within each category.
You can access the Preference Centre at any time where you can change your preferences by clicking 'Cookies Settings' below

Do note that if you remove the consent to a specific class of cookies, it would not delete the cookies from your device and only disable them.

Cookies Settings

Your ad choices

All our adverts clearly display the Adchoices icon, in line with IAB (Internet Advertising Bureau) guidelines, which provides more information on the details collected and used for internet-based advertising, and ways to manage it. You can also directly control your preferences for receiving adverts from specific companies at the Your Online choices website.

How do I disable cookies using my browser?
If you want to disable cookies in your browser you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below:

For Microsoft Edge
Click on the More actions button in the top right corner and select Settings.
Click View Advanced Settings.
Press the dropdown arrow under the Cookies field.
Select Block All Cookies.

For Google Chrome
Click on the More actions button in the top right corner and select Settings.
At the bottom click 'Advanced'
Click on 'Site Settings' under 'Privacy & security'
Click on 'Cookies and site data'
Click on 'Allow sites to save and read cookie data' to block all cookies

For Safari
Choose Preferences > Privacy
Prevent trackers from using cookies and website data to track you: Select "Prevent cross-site tracking"
Always block cookies: Select "Block all cookies"
Remove stored cookies and data: Click Manage Website Data, select one or more websites, then click Remove or Remove All.

For Mozilla firefox
Click the Menu and click Library
Click History and then click Clear Recent History
Set Time range to clear: to Everything
Select Cookies and make sure that other items you want to keep are not selected
Click 'Clear Now' to clear all cookies

What happens if I disable cookies?
This depends on which cookies you disable, but in general the website may not operate properly if cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases on our sites. If you disable all cookies, you won't be able to complete a purchase on our sites.
Contact us

If you have any questions regarding this Cookie Policy you can contact our Data Protection Office at:

Email: DPO@currys.co.uk

Post: Data Protection Office, London Campus at Waterloo, 8th Floor, 10 York Road, London, SE1 7ND

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You can also contact the Information Commissioner's Office (ICO) if you have any concerns or complaints with how Currys has handled your personal information: https://ico.org.uk/global/contact-us/

This Cookie Policy was last updated April 2024 and replaces all previous versions. This Policy is regularly reviewed.

For further information and advice on consumer information around the use of cookies, please visit allaboutcookies.org.

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Registered company number: 00504877