



Cookie Policy

As you know, we absolutely love cookies. But we'd like to take a moment to talk about another kind – internet cookies. Sure, they're not half as exciting as a Spikey Mikey or Toffee Yum Yum, but they affect your computer when you browse the internet – so they're worth knowing about.

Cookies are tiny files that are automatically saved to your computer when you browse sites like greggs.co.uk. They save all sorts of useful information, which helps us to improve your online experience.

They're perfectly safe, they don't take up much space and they won't harm your computer – but even so, we'd like to explain a little more about what they are, what they do and how to get rid of them if they're not your cup of tea.

What are cookies?

Good question. Cookies (sometimes called HTML cookies, internet cookies, tracking cookies, or magic cookies) are tiny text files that are automatically saved on your computer while you browse greggs.co.uk.

While you're busy looking at Sausage Rolls and Belgian Buns, they're beavering away behind the scenes – saving important information to make viewing our web pages easier or faster for you.

Some cookies send information to us. For example, which pages on greggs.co.uk you've visited, which you've spent the most time on, what time of day you visited and what you had for breakfast.

Oh alright, not that last one – they're not that clever. In fact, that leads us onto our next question.

Are cookies safe?

Yes. Our cookies will not save ANY personal information – none whatsoever. The data we receive is completely anonymous. And cookies won't harm your computer.

Let's look at each one in more detail.

Which cookies do greggs.co.uk use?

Cookie Name: __utma, __utmb, __utmc, __utmz

Source: Google Analytics

Function: These cookies help us to recognise your computer when you visit greggs.co.uk – so you won't have to spend time downloading the same pages and images over and over again. This makes browsing greggs.co.uk that little bit faster every time. Plus, it's really useful for us to know when you've dropped by.

Cookie Name: id, __ar_v4, pm_sess, _drt_IDE,_ct_rmm,_msuuid_529hkh3671

Source: DoubleClick



Function: As above, this cookie discreetly lets other websites know that you have visited greggs.co.uk. That way, they can mention anything similar that might interest you.

Cookie Name: ug

Source: *SpecificMedia*

Function: Don't you just hate being at a party when you don't know anyone? This cookie is like a friendly host who introduces you around, and tells people what kind of things you're into – so that they go 'Oh really? Well maybe you'd be interested in this...'. Which makes the whole experience far more fun.

The only difference here is that instead of leading you around a party, this cookie lets other websites know that you've been to greggs.co.uk. That way, if they have any products that might be similar they can let you know all about them. Which has to be better than a total stranger harping on about car insurance.

Cookie Name: __utma, __utmb, __utmc, __utmz, _twitter_sess, auth_token, kdt, remember_checked_on, twid

Source: *Twitter*

Function: Twitter uses cookies and other similar technologies, such as pixels or local storage, to help provide you with a better, faster, and safer experience. Here are some of the ways that the Twitter services—including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, and ads—use these technologies: to log you into Twitter, save your preferences, personalize the content you see, protect against spam and abuse, and show you more relevant ads.

Cookies sound weird. How do I get rid of them?

Hopefully we've put your mind at ease that cookies are actually really useful things. Most computers are set to download cookies automatically, so if you're happy with everything you've read, just carry on as you were.

However, if you're at all concerned about having cookies on your computer, removing them is easy. Show me how to remove cookies.

Likewise, you can change your computer settings so that it won't download cookies in future. Show me how to change my computer's cookie settings.

Further reading:

We could go on about cookies all day – and often do. But if you want to do a little background reading yourself, the following resources are quite useful:

http://en.wikipedia.org/wiki/HTTP_cookie<http://www.aboutcookies.org/>

Likewise, if you have any further questions by all means drop us a line at getintouch@greggs.co.uk.