

Cookie Policy

Last updated February 2024

This policy explains what cookies are and how they are used by Iceland on our website and applications. We encourage you to read this policy in full so that you understand what information we collect using cookies.

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How we use Cookies

We use cookies and similar technologies on our website and applications. These help our website work, keep it secure and allow us to personalise your experience, as well as tailor advertisements. Cookies are small files of information stored on your computer or mobile device which allows us to identify that device when you visit our website or mobile app.

Cookie information might be about you, your preferences or your device and is mostly used to make our website work as you expect. The information we use does not usually directly identify you, but it can give you a more personalised web experience.

When using our website, some cookies are essential to the working and security of our website and app and therefore we must place them. Others improve your visit and allow us to provide you with relevant online advertising. We will only place these types of cookies with your consent.

With your permission, we will also place other types of non-essential cookies on your device and access them when you visit our website or mobile app in the future.

You can view the cookies we use and manage settings for non-essential cookies you allow on your device at any point using the Manage Cookies button.

Non-essential cookies will be grouped in following categories

- Functional
- Experience & analytics
- Marketing
- Social

Any of the non-essential category of cookies can be enable or disabled at any time using our cookie management solution.

You can also enable, disable, and delete any cookies that are already on your device through your internet browser.

Our Cookies

Essential cookies

These are Cookies that are required for the operation of our website. They are necessary for the safety, security and integrity of the website and therefore cannot be turned off via our consent tool.

Functional

We use Functional cookies to recognise you when you return to our website. This enables us to personalise content for you, greet you by name and remember your preferences. We offer you ability to turn these cookies off but this will result in a loss of functionality.

Experience & analytics

Experience and Analytics allow us to recognise and count the number, source, and behaviour of visitors. We also use them to view how visitors move around our website when they are using it. These cookies include testing & personalisation tools which allow us to try new experiences for customers.

We offer you the ability to turn these cookies off, but this will result in a loss of functionality and a more personalised experience.

Marketing

Marketing cookies are used to collect information about your visit and allow us to show you relevant adverts on our site and other sites on the internet. These cookies also allow us to share data with our carefully selected partners and ensure that you get relevant advertising.

We offer you the ability to turn these cookies off, but this will result in a loss of functionality.

Social

These cookies are used by a range of social media services that we have added to the website to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of

your interests. This may impact the content and messages you see on other websites you visit.

We offer you the ability to turn these cookies off, if you do not allow these cookies you may not be able to use or see these sharing tools.

Advertising on other third-party websites

We use Targeted Advertising Cookies to remember the products and services you are interested in when browsing our website. If you later view certain selected third-party websites or social media platforms, we are able to provide advertisements relating to those products and services that you have shown interest.

You can stop Cookies being used on your device by activating the setting on your browser that allows you to block the deployment of all or some Cookies for our onsite cookies you can deactivate 'marketing' cookies using our consent tool.

Please note, if you use your browser settings to block Cookies you may not be able to access all or parts of our website. Below is a link to our cookie management console which will allow you to change your cookie preference at any time.

Controlling the use of cookies

From time to time, we may add new systems or partners which require new cookies to be used for their operation. When this happens, we will ask you to confirm your cookie choices again, the next time you visit our website, or app.

As well as managing your cookie preferences within the footer, you can stop cookies being used on your device by activating the setting on your browser that allows you to block the deployment of some or all cookies.

Please note, if you use your browser settings to block cookies you may not be able to access all or parts of our website.