Cookies Policy

The Movingwater website uses cookies. In order to deliver a personalised, responsive service and to improve the site, we remember and store information about how you use it. This is done using files called cookies which are saved on your computer. These cookies are completely safe and secure and will never contain any sensitive information. They are used only by Movingwater or the trusted partners we work with.

When you use the Movingwater website, the following 4 categories of cookies may be set on your device.

1. Strictly Necessary Cookies

These cookies are essential in helping you to move around our website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you've been on the Internet.

2. Functional Cookies

These cookies allow websites and applications to remember choices you make (such as your user name) and provide enhanced, more personal features. The information these cookies collect is usually anonymised which means we can't identify you personally. They do not gather any information about you that could be used for selling advertising or remembering where you've been on the internet, but do help with serving advertising.

3. Analytics Cookies

Movingwater uses web analytics services to help us understand how people use our website.

These web analytics services may be designed and operated by other companies on our behalf. They do this using small invisible images known as "web beacons" or "tracking pixels" that may be included in our web pages. These web beacons are anonymous and do not contain or collect any information that identifies you.

The web analytics services may also use cookies and similar technologies to make the information collected by the web beacons more useful. When you are viewing our website, a cookie is transferred to your browser by the web server and is stored on your computer. It can only be read by the server that gave it to you.

Cookies allow web analytics services to recognise your browser or device and, for example, identify whether you have visited our website before, what you have previously viewed or clicked on, and how you found us. The information is anonymous and only used for statistical purposes. It allows us to track information, such as how many individual users we have and how often they visit our websites. It also helps us to analyse patterns of user activity and to develop a better user experience.

4. Targeting Cookies

We also use cookies to assist in targeted advertising in the following ways.

Cookies may be set by our third party service providers which remember that you have

visited a website in order to provide you with targeted adverts which are more relevant to you and your interests. This is often called online behavioural advertising (OBA) (also known as 'behavioural targeting' or 'interest based advertising') and is done by grouping together shared interests based upon previous web browsing activity. Advertising may then be displayed to you when you visit our website which matches these interests. Your previous web browsing activity can also be used to infer things about you, such as your demographics (age, gender etc.). This information may also be used to make the advertising on our website more relevant to you.

Personalised retargeting is another form of OBA that enables our advertiser partners to show you adverts based on your online browsing away from our website. This allows companies to advertise to people who previously visited their website. These cookies may be set by third-party advertising networks, such as Criteo. A list of our main advertising network partners is set out below.

Although these cookies can track your visits around the web they don't know who you are. Even if you log in to our MyHome pages, the OBA data is still not linked to your profile.

Managing Analytics Cookies

It is possible to opt out of having your anonymised browsing activity within websites recorded by analytics cookies. Movingwater uses Google Analytics and you can opt out of their cookies by clicking on http://tools.google.com/dlpage/gaoptout.

Managing Advertising Cookies

If you want to opt out of third-party advertising cookies, you can do so by visiting http://www.youronlinechoices.com/uk which lists all ad-serving cookies that are currently set on your device and tells you how to opt out from each of them. Please note that this website lists many more networks than those used at Movingwater.