

Cookie policy

What is a cookie?

A cookie is a small text file stored by your web browser on your computer or mobile device's hard drive. Some cookies are essential for our websites to work, for example to remember what you have added to your basket while you browse the site. They are useful because they help us to provide you with relevant information, such as remembering what you have in your wish list or basket when you return to our site. They also allow us to improve the way our website works.

We also use cookies in some of our emails. They help us to understand a little bit about how you interact with our emails, and are used to improve our future email communications.

If you have configured your computer to automatically display images, or if you have added us to your email "address book" (or "safe senders" list), or if you have configured your computer to have "weak" security, cookies might be set at the same time as you download, open or read an email from us. If you would prefer for this not to happen, you should disable the automatic displaying of images, or remove us from your address book or strengthen your security settings.

Types of cookies

1) Session cookies are deleted after each 'session'. When you are browsing our website(s), it will save information about your activity for the duration of your visit, but the cookie will be deleted from your computer as soon as you close your browser. Without a session cookie, each item you place in your shopping basket will disappear by the time you reach the checkout.

2) Persistent cookies remember you for a set period of time unless you delete your cookies within this period. On your first visit to our site, you will see the default version of the site. When you return, the site may have changed, as persistent cookies remember items you have viewed and whether you logged into or out of your account while on the site.

3) A web beacon is a tiny, invisible image placed within an email message that tells us whether you have opened an email, how often you have opened it, how you interacted with the email (such as the time you spent reading the email), which email software and web browser you used, which device you used and your IP address. We also use web beacons to help us display emails in the best format for your device.

4) Our emails contain a number of hyperlinks, each of which has a unique tag. When you click on one of these links you will be automatically redirected to the server of our mailing company which logs the click. From there you will be redirected to the relevant page on our website. This process enables us to understand who has clicked through from an email to visit our website. We use this information to tailor future messages to you.

Third party cookies - Google Analytics

We use Google Analytics to better understand how customers use our website, how they navigate and how often they return to our site. We use this data to improve the usability of our website. Google Analytics uses cookies to track on-site conversions. All this data is anonymous. View [Google's Privacy Policy](#).

Third party cookies - Criteo

When browsing the www.sallybeauty.co.uk website, cookies from other websites (known as 'third party cookies') will also be placed on your computer. These are used exclusively for the purpose of placing Sally Beauty advertising on those sites in the future. This advertising may be targeted at you based on the fact that you have visited the Sally Beauty website and is personalised based on the products that you have viewed or with relevant recommendations.

This advertising is managed by Criteo; you can find more details on their website - View [Criteo's Privacy Policy](#). If you see one of these adverts but would prefer to opt-out you can do so using the 'i' icon on the top-right of the advert. Alternatively, if you prefer to opt-out now from all Criteo personalised banners from all advertisers, an option is available from the link above.

Third party cookies - Emarsys

Emarsys is our digital communication platform, and allows us to perform email and SMS sends to our customer. Emarsys also helps us show the most suitable ads and content to our customers. It also provides the customer insight that allows us to personalise some parts of the website. Emarsys uses a number of cookies to gather this information. You can find out more about Emarsys' [privacy policy here](#).

Turning off and deleting cookies