

Dry Forest Brand – Cookie Policy

1. Introduction

At **Dry Forest**, we are committed to ensuring transparency and protecting your privacy when you visit our website. This Cookie Policy explains how and why we use cookies to enhance your browsing experience. Cookies are small text files placed on your device that help us improve functionality, personalise content, and deliver relevant services.

We sell edible goods such as healthy snacks and cookies, specialty coffee, and branded merchandise, and our website uses cookies to support these services effectively.

2. Types of Cookies We Use

We use the following categories of cookies on our website:

- **Essential Cookies:** These cookies are necessary for the basic functionality of our website, such as remembering what you've added to your shopping cart, logging into your account, or processing payments securely.
- **Performance Cookies:** These cookies help us understand how visitors use our site, which pages are most popular, and how users navigate through our content. This data helps us improve the performance and usability of our online store.
- **Functional Cookies:** These cookies allow our website to remember your preferences such as language, location, or items saved in your cart between sessions, offering a more personalised shopping experience.
- **Advertising and Tracking Cookies:** We may use third-party cookies to display relevant advertising across other websites and track the effectiveness of our marketing campaigns. These cookies may collect information about your online activity across different websites and devices.

3. Cookie Consent

In compliance with UK law (UK GDPR and PECR), when you first visit our website, we ask for your consent to use non-essential cookies. You may accept or decline them via our cookie banner. Essential cookies, which are required for the site to function, will be used regardless of consent.

4. Managing Cookies

You can manage your cookie preferences at any time by adjusting the settings in your browser. You can block or delete cookies manually or through the cookie settings interface

provided on our website. Please note that disabling certain cookies may affect the functionality of our website and your user experience.

5. Cookie Duration

Cookies may be:

- Session Cookies: Temporary and deleted once you close your browser.
- Persistent Cookies: Stored on your device for a fixed period or until manually deleted.

The specific duration of each cookie used will be listed in our [Cookie Settings or Policy Page].

6. Third-Party Cookies

Some of our cookies may be set by third-party services we use, such as analytics tools (e.g., Google Analytics) or advertising networks (e.g., Meta/Facebook Ads). These third parties may collect information about your browsing habits to help us improve marketing and performance.

7. Changes to this Policy

We may update this Cookie Policy from time to time to reflect changes in our technology, legal obligations, or business practices. Any significant updates will be communicated via our website or email where applicable.

8. Contact

If you have any questions about our use of cookies or this policy, please contact our customer support team at:

☐ Info@dryforestbrand.com ☐ Dry Forest Brand – United Kingdom