



## Avenue Tennis Limited's Cookie Policy- January 2025

### 1. Interpretation

1.1 In this Cookie Policy (the “Policy”):

“Us” means Avenue Tennis Limited, a company incorporated in England and Wales with company number 09598332 and its registered office at 4 Bloors Lane, Rainham, Gillingham, Kent ME8 7EG;

“Website” means the website operated by Us located at [avenuetennis.co.uk](http://avenuetennis.co.uk) and

“You” refers to any user of the Website.

1.2 Words such as “We”, “Our” and “Your” shall be construed as referring to the relevant person in accordance with this clause.

### 2. Cookies

2.1 The Website uses cookies to distinguish You from other users. This helps to provide a good experience when You browse the Website and also allows Us to improve it.

2.2 By continuing to browse the Website, You are agreeing to the use of cookies in accordance with this Policy.

2.3 A cookie is a small file of letters and numbers that We store on your browser or the hard drive of Your computer (if You agree). Cookies contain information that is transferred to Your computer's hard drive.

2.4 On our Website, We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable You to log into secure areas of the Website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow Us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps Us to improve the way the Website works.
- **Functionality cookies.** These are used to recognise You when You return to the Website. This enables Us to personalise Our content for You, greet You by name and remember Your preferences (for example, Your choice of language or region).
- **Targeting cookies.** These cookies record Your visit to the Website, the pages You have visited and the links You have followed. We will use this information to make the Website and the advertising displayed on it more relevant to Your interests. We may also share this information with third parties for this purpose.

2.5 More information about the individual cookies We use, and the purposes for which We use them, can be found in the table below:

Cookie	Name	Purpose	More information
Google Analytics	_ga	To allow us to better understand the kind of people	All activity falls within the bounds of

		<p>who visit the website and what content they're reading. This allows use to make better decisions about content and offers. Occasionally, we will compile aggregate statistics about the number of visitors this site receives and browsers being used. No personally identifying data is included in this type of reporting.</p>	<p>the <a href="#">Google Analytics Terms of Service</a>.</p>
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2.6 Please note that third parties (including, for example, providers of external services like web traffic analysis services) may also use cookies, over which We have no control. These cookies (likely to be analytical/performance cookies or targeting cookies) should operate subject to the relevant third party's cookie policy.

2.7 You can block cookies by activating the setting on Your browser that allows You to refuse the setting of all or some cookies. However, if You use Your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the Website.

2.8 Except for essential cookies, all cookies will expire after 7 days.