



## Modesty Performance Ltd

Moss Cottage, Knaresborough Road  
Little Ribston, North Yorkshire  
United Kingdom, LS22 4ET

Company Number: 09692396

VAT Number: GB 283 4794 63

## Cookie Policy

At Modesty Performance Ltd, we are committed to protecting your privacy and ensuring transparency about the data we collect when you visit our website (<https://modestyperformance.com>). This Cookie Policy explains how and why we use cookies, what they are, and your rights to control the use of them.

### What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or smartphone) when you visit websites. They allow websites to recognize your device, store preferences, and improve the overall user experience by personalizing content and providing analytics.

### How We Use Cookies

Modesty Performance Ltd uses cookies for a variety of purposes, including improving the functionality of our website, processing payments, and analysing website traffic. Below are the types of cookies we may use:

#### 1. Necessary Cookies

These cookies are essential for the basic functionality of our website, enabling core features like page navigation, security, and access to secure areas of the website. Without these cookies, services such as shopping carts or electronic payments cannot function properly.

- **WordPress/WooCommerce:** Used for site management, user authentication, and shopping cart functionality.
- **PHP.net:** Manages sessions, ensuring smooth browsing and website performance.
- **Stripe/PayPal:** Ensures secure payment processing during transactions on our site.

#### 2. Functional Cookies

These cookies enable the website to provide enhanced functionality and personalization. They are used to remember preferences and provide additional services.

- **Jetpack:** Optimizes performance and features like image loading and downtime monitoring.

#### 3. Analytical/Performance Cookies

These cookies collect information on how visitors use our website, helping us understand traffic patterns and improve the site's performance and content. All data collected is aggregated and anonymous.

- **Jetpack (via WordPress.com stats):** Collects anonymous visitor statistics to track user behavior, pages viewed, and referring URLs, helping us improve site performance.

#### 4. Marketing and Targeting Cookies

At this time, we do not use any cookies for targeted advertising or marketing purposes. However, we may use third-party analytics tools that collect data about traffic and interactions.

#### Third-Party Cookies

We also use third-party service providers, such as Stripe, PayPal, and Jetpack, who may set cookies on your device when you visit our site. These third-party cookies are governed by their own privacy policies, and we encourage you to review them:

- **Stripe:** Stripe Cookie Policy
- **PayPal:** PayPal Cookie Policy
- **Jetpack (Automattic):** Jetpack Cookie Policy

## Your Consent to Cookies

When you first visit our website, you will be presented with a banner or pop-up requesting your consent to set cookies on your device. You may choose to accept or decline the use of cookies.

If you decline non-essential cookies, you will still be able to browse our website, though some features may not function as intended.

## Managing and Deleting Cookies

You can manage your cookie preferences through your browser settings at any time. Most browsers allow you to:

- View what cookies are stored
- Delete cookies
- Block cookies from specific websites
- Block all cookies

For more information on how to manage cookies in your browser, please see the following guides:

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

## Changes to Our Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or legal requirements. When we do, we will revise the "Effective Date" at the top of this policy. Please review this policy periodically to stay informed about how we use cookies.

## Contact Us

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

**Modesty Performance Ltd**  
Moss Cottage, Knaresborough Road  
Little Ribston, North Yorkshire  
United Kingdom, LS22 4ET  
[sales@modestyperformance.com](mailto:sales@modestyperformance.com)