

MANUTD.COM COOKIE POLICY

What are 'Cookies'?

Cookies are small pieces of information that are stored on your computer when you visit certain web pages. They are often used as a mechanism for websites to remember things that a website browser has done there in the past, for example, clicking on particular buttons, logging in, or having read pages on that site in the past.

How does Manchester United use Cookies?

In common with most other website operators, we use cookies on our website. We use them to enrich your experience of using the website by allowing us to tailor what you see to what we have learned about your preferences during your visits to the site. Our cookies are also used to enable us to develop our website to reflect our fans and customers interests by noting who has seen which pages and advertisements, how frequently particular pages are visited and determining the most popular areas of our website. We and carefully selected third parties also use cookies to show you more relevant advertising online.

In general, we use the following types of cookies:

Essential Cookies (also known as Strictly Necessary Cookies): These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use the shopping cart feature when making purchases etc.

Analytical/Performance Cookies: These allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users can find what they are looking for easily.

Functionality Cookies: These are used to improve the functional performance of the website and make it easier for you to use. For example, they are used to remember that you have previously visited the website and asked to remain logged in to the website.

Targeting Cookies: These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission. Please note, these cookies do not contain any of your personal information.

Analytical/Performance Cookies, Functionality Cookies and Targeting Cookies are classed as non-essential cookies.

Managing Cookies

You can manage cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. Please refer to the instructions or the online help files available via your relevant browser if you wish to manage cookies in this way. Alternatively, please visit www.allaboutcookies.org for further information. To manage cookies relating to targeted advertising activities, you can visit www.youronlinechoices.com. To opt-out of being tracked by Google Analytics across all websites you can visit tools.google.com/dlpage/gaoptout.

Please note, if you refuse cookies this may mean that you can't use some of the additional features of our website and may not be able to access certain parts of the website.

Changes to this Cookies policy

We aim to meet high standards and our policies and procedures are, therefore, constantly under review. From time to time, we may change how we use and place cookies. Accordingly, we recommend that you check this page periodically in order to review our current policies and practices.

How to contact us regarding Cookies

Telephone: +44 (0) 161-868-8000

Email: privacy@manutd.co.uk

Mail: Data Protection Officer, Manchester United Limited, Sir Matt Busby Way, Old Trafford, Manchester, M16 0RA

Fax: +44 (0) 161-868-8818