COOKIE POLICY

WHAT ARE COOKIES?

A cookie is a small text file which is stored on your computer, which are required to enable certain functionality. Wigan Warriors Energy uses cookies to remember users during a visit and upon return to our site. But don't worry. They are anonymous and don't store any personal information of any kind. Cookies are used to help us understand how our customers use our websites and we use this information to help plan improvements to the site and to enable us to get to know you better, so we can provide as better experience.

HOW DOES WIGAN WARRIORS ENERGY USE COOKIES?

Website cookies

Website analytics: Website analytics enable us to see how people use our website and the device being used. This gives us the information to be able to make improvements, based on the areas of the site people find most useful and, to make the site easier to use.

We use cookies to recognise your device as you navigate around our site which helps us understand how you use our website, which allows us to make your experience of our website better.

Session cookies open/close

Sessions: Session cookies are used by us to recognise a user throughout their visit to our web site.

They enable us to remember information you have entered, for example, the product you have selected during a purchase, which can then be used at each stage of processing your purchase.

Session cookies are also used to remember you when you log in for the duration of your visit.

Persistent cookies open/close

Persistent: Persistent cookies allow us to retain information and settings about a user for more than one session.

These cookies stay on a computer or a device until they expire, or a user removes them. They enable us to recognise a user when they return to our site, identify their preferences so as to provide a user with a more personalised service, and speed up searches a user conducts when visiting the site. They allow us to tailor marketing and servicing messages to users based on what we know users have or haven't done in previous sessions.

We are able to optimise the website for a user's return to the site knowing whether they have previously bought something or whether they may need support to complete a service transaction.

Marketing cookies open/close

Marketing: Cookies enable us to identify which type of advertising results in sales. This means that we are able to tailor our marketing more effectively. Also, where brokers and affiliates promote npower which then results in a sale, it enables them to identify which of their users has made a purchase on our web site.

Website optimisation cookies open/close

Website optimisation: We test different versions of parts of the site before we finalise changes to ensure that any improvements make the site easier to use for our customers. Cookies help us to track how a user progresses through sections of the website that we are testing.

FAQs, search and Live Chat cookies

FAQs, search and Live Chat: We have partners that provide our FAQs, site search and Live Chat functionality. Cookies are used to remember a user during a visit so that we can see which features our users find most useful.