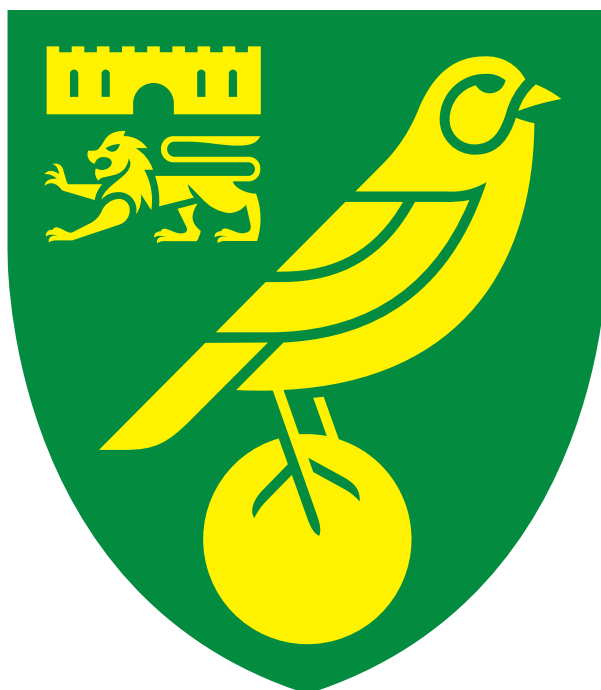




COOKIES POLICY





COOKIES POLICY

About cookies

Cookies are small text files that are placed on your computer or device by websites that you visit. They are often used to make websites work, or work more efficiently, as well as to provide information to the site's owners.

A cookie may contain an identifier (a string of letters and numbers) that is sent by a web server to a web browser and stored by the browser when you visit a website. Sometimes this identifier is sent back to the server each time a new page is requested. This information helps us understand visitor behaviour.

Cookies may be either "persistent" or "session" cookies. A persistent cookie is stored by your browser and remains valid until its set expiry date, unless you delete it beforehand. A session cookie expires at the end of your browsing session, when the browser is closed.

To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Cookies that we use

When you first visit our website, we will ask whether you wish to accept non-essential cookies. We will not place any non-essential cookies on your device until you have given your consent. You can accept or reject each category below and change your choices at any time.

Essential cookies

These are necessary to enable you to move around the website and use its features. They cannot be switched off.

Functional / Preferences cookies

These allow the website to remember choices you make (such as your login or items in your basket) and to provide enhanced features. We will only use these with your consent.

Analytics cookies

These collect information about how visitors use our website, which pages are visited, how long is spent on each, and how visitors arrived to help us improve the site and your experience of it. We will only use these with your consent.

Name	Provider	Purpose	Duration
_ga	Google Tag Manager	Manages and measures site tags and analytics	2 years
_gid	Google Tag Manager	Manages and measures site tags and analytics	1 day



_ga_B8SKQ9HHPZ	Google Tag Manager	Manages and measures site tags and analytics	2 years
_ga_RQXSGJFQ59	Google Tag Manager	Manages and measures site tags and analytics	2 years
_ga_X6LMX9VR0Y	Google Tag Manager	Manages and measures site tags and analytics	2 years
_ga_K4NGD3NM8C	Google Tag Manager	Manages and measures site tags and analytics	2 years
_sp_id.be48	Snowplow Analytics	Website usage and behavioural analytics	2 years
_sp_id.8658	Snowplow Analytics	Website usage and behavioural analytics	2 years
_sp_ses.be48	Snowplow Analytics	Website usage and behavioural analytics	30 minutes

Personalisation and marketing cookies

These cookies, provided by Salesfire, help us understand how you browse our online shop, personalise the offers and content you see, and send you reminders about items left in your basket. We will only use these with your consent, and you can withdraw that consent at any time by changing your cookie preferences.

Name	Provider	Purpose	Duration
id	Salesfire	User / profile identifier	1 year
cid	Salesfire	Client user identifier	1 year
sid	Salesfire	Session identifier	20 minutes
sd / sc / sp	Salesfire	Session duration, count and page-view information	20 minutes / 1 year / 20 minutes
rvs	Salesfire	Recently viewed products	1 year
bv	Salesfire	Basket value	1 week
vc / vce	Salesfire	Voucher code information	1 day
landing_page / referrer	Salesfire	Landing page and referral source	1 day



pi_ / pd_ / ns_	Salesfire	Campaign, overlay and product display state	1 day
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How to change your cookie settings

You can accept or reject non-essential cookies, and change your preferences at any time, through the cookie settings on our [website link](#). If you choose to decline cookies, you may not be able to use all the interactive features of our site, and any preferences may be lost if you delete cookies.

Most web browsers also allow some control of cookies through their settings. You can find out how to manage cookies on the most popular browsers here:

- Google Chrome: <https://support.google.com/accounts/answer/61416>
- Microsoft Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Apple Safari: <https://support.apple.com/en-gb/safari>
- Opera: <https://www.opera.com/help/tutorials/security/privacy/>

To find information relating to other browsers, visit the browser developer's website. To opt out of being tracked by Google Analytics across all websites, visit

<http://tools.google.com/dlpage/gaoptout>.

About us

This website is owned and operated by Norwich City Football Club PLC. We are registered in England and Wales under company number 154044, and our registered office is at Carrow Road, Norwich NR1 1JE.

You can contact us by post at the address above, or by email at dpo@canaries.co.uk.

Cookies and data protection

For more information about how we collect and use your personal information, please see our Privacy Policy at canaries.co.uk/privacy-policy. If you have any questions about cookies or your data, you can contact our Data Protection Officer at dpo@canaries.co.uk.

Policy revision

This policy was last updated on 6 July 2026.