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- o to recognise and count the number of visitors and to 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 are finding what they are looking for easily
- o completing the user's current activity
- reviewing browsing history in order to recommend more suitable products and more relevant marketing email communications
- to keep track of how you use the shopping cart. This information may be used to offer assistance if you seem to be having problems, or to send special offers that relate to the products viewed, or to help us improve the Website.

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