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- Personalising your visits to the website and developing the design and style of the website to improve the services provided to you;
- Informing you about the latest changes to the products, services or promotional offers that you might find interesting;
- Dealing with, and responding to you about, a comment you have submitted for or on our message boards, blogs and other such user generated content facilities
- Compiling customer reviews;
- Conducting market research;
- Carrying out statistical, technical and logistical analysis;
- To provide you with advertising more relevant to your interests and your online behaviour through the use of cookies when you visit our website.