

# SMOKEY ROBINSON

Official Website  
*smokeyrobinson.com*

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## COOKIES POLICY

*Last updated: March 2026*

### 1. Introduction

This Cookies Policy explains how the official Smokey Robinson website (the "Website"), operated by Smokey Robinson LLC ("we", "us", or "our"), uses cookies and similar tracking technologies when you visit [smokeyrobinson.com](https://smokeyrobinson.com), use our WooCommerce store, or interact with any content on the site.

By continuing to use this Website, you consent to the use of cookies as described in this policy. You can manage your cookie preferences at any time — see Section 6 for how to do this.

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### 2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile phone) when you visit a website. They allow the website to recognise your device and remember certain information about your visit, such as your preferences or shopping cart contents.

Cookies do not give us access to your computer or device, and they do not contain personal information such as your name or payment details. Some cookies are essential for the Website to function, while others are used to improve your experience or to help us understand how the site is being used.

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### 3. Types of Cookies We Use

We use the following categories of cookies on this Website:

#### 3.1 Strictly Necessary Cookies

These cookies are essential for the Website to operate and cannot be switched off. They are typically set in response to actions you take, such as setting your privacy preferences, logging in, or adding items to your shopping cart.

**WordPress Session Cookies:** Used to maintain your session as you navigate the site, manage login state, and store temporary data.

**WooCommerce Cart Cookies:** Used to remember the contents of your shopping cart and maintain your checkout session so items are not lost as you browse.

**WooCommerce Checkout Cookies:** Set during the checkout process to remember order and customer information, helping to prevent duplicate orders and ensure a smooth purchase experience.

**Security Cookies:** Set by WordPress to protect the site against cross-site request forgery (CSRF) attacks.

### 3.2 Functional Cookies

These cookies enable enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages.

**Wishlist Cookies:** If you use the wishlist feature in our store, a cookie is used to remember your saved items between visits.

**Currency and Language Preferences:** Used to remember any display preferences you have set during your visit.

### 3.3 Analytics and Performance Cookies

These cookies allow us to count visits and understand how visitors move around the Website, so we can improve its performance and the experience we offer. All information collected is aggregated and therefore anonymous.

**Google Analytics:** We use Google Analytics to collect information about how visitors use this Website. This includes data such as which pages are visited most often, how long visitors spend on each page, and how they arrived at the site. Google Analytics sets several cookies including `_ga`, `_gid`, and `_gat`. This data is processed by Google LLC, which may transfer it to servers in the United States. Google operates under the EU-U.S. Data Privacy Framework. You can opt out of Google Analytics tracking at: <https://tools.google.com/dlpage/gaoptout>

### 3.4 Marketing and Targeting Cookies

These cookies are used to deliver relevant advertising to you and to measure the effectiveness of our marketing campaigns. They track browsing habits across websites and build a profile of your interests.

**Meta (Facebook) Pixel:** We use the Meta Pixel to understand how users interact with our Website after seeing our Facebook and Instagram advertisements. The Pixel collects data such as page views, add-to-cart events, and purchases. This data is shared with Meta Platforms, Inc.

You can manage your ad preferences via your Facebook account settings or at <https://www.youronlinechoices.com>

**Social Media Platform Cookies:** If you share content from this Website via Facebook, Instagram, TikTok, Twitter/X, YouTube, Spotify, or Apple Music, those platforms may set their own cookies on your device. These are governed by the respective platform's privacy and cookie policies.

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## 4. Third-Party Services That May Set Cookies

In addition to our own cookies, various third-party services integrated into this Website may place cookies on your device. These include:

- Google (Analytics, Fonts, reCAPTCHA)
- Meta / Facebook (Pixel, social sharing)
- SiriusXM (embedded audio player — Smokey's Soul Town channel)
- YouTube (embedded video content)
- Spotify (embedded audio content)
- Mailchimp (email subscription forms — used to prevent duplicate subscriptions)
- WooCommerce / WordPress payment gateway providers used at checkout
- Hostinger (web hosting infrastructure cookies, if any)

We do not control these third-party cookies and cannot be held responsible for them. You should review the privacy and cookie policies of those services directly for full information.

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## 5. How Long Do Cookies Last?

Cookies may be either "session cookies" or "persistent cookies":

**Session cookies:** These are temporary and are deleted when you close your browser. They are used for things like keeping you logged in during a single visit or maintaining your shopping cart.

**Persistent cookies:** These remain on your device for a set period of time (which varies by cookie) or until you manually delete them. They are used to remember your preferences across visits and to support analytics.

Most analytics cookies set by Google Analytics have a lifespan of up to 2 years. Marketing cookies from Meta may persist for up to 90 days. WooCommerce session cookies typically expire at the end of your browser session or within a few hours.

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## 6. How to Manage Your Cookie Preferences

### 6.1 Browser Settings

Most web browsers allow you to control cookies through their settings. You can typically:

- View which cookies are stored on your device
- Delete some or all existing cookies
- Block cookies from being set in future
- Set your browser to notify you when a cookie is being placed

Please note that blocking all cookies may impact your ability to use certain features of this Website, including adding items to your shopping cart, completing purchases, and using the wishlist feature.

Instructions for managing cookies in the most common browsers:

- Google Chrome: Settings > Privacy and security > Cookies and other site data
- Mozilla Firefox: Settings > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Microsoft Edge: Settings > Cookies and site permissions

### 6.2 Opting Out of Analytics

To opt out of tracking by Google Analytics across all websites, you can install the Google Analytics Opt-out Browser Add-on, available at: <https://tools.google.com/dlpage/gaoptout>

### 6.3 Opting Out of Targeted Advertising

To opt out of interest-based advertising from Meta and other participating ad networks, you can visit:

- Your Online Choices (EU/UK): <https://www.youronlinechoices.com>
- Digital Advertising Alliance (US): <https://optout.aboutads.info>
- Network Advertising Initiative: <https://optout.networkadvertising.org>

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## 7. Cookie Consent

Where required by applicable law (including the UK PECR and EU ePrivacy Directive), we will request your consent before placing non-essential cookies on your device. This is managed through our cookie consent banner, which appears when you first visit the Website.

You can withdraw or update your consent at any time by clicking the Cookie Preferences link in the footer of this Website, or by clearing your cookies and revisiting the site.

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## 8. Changes to This Cookies Policy

We may update this Cookies Policy from time to time to reflect changes in technology, legislation, or our business practices. The date at the top of this page indicates when the policy was last revised. We encourage you to review this page periodically.

For significant changes, we will take reasonable steps to notify you — for example by placing a notice on the Website or by contacting you via our email newsletter if you have subscribed.

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## 9. Contact Us

If you have any questions about this Cookies Policy or how we use cookies on this Website, please contact us at:

**Smokey Robinson LLC**

Email: [admin@smokeyrobinson.com](mailto:admin@smokeyrobinson.com)

Website: <https://smokeyrobinson.com>

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