

# COOKIE POLICY

*(Aligned with UK GDPR + PECR requirements)*

## 1. Introduction

1.1 This Cookie Policy explains how the Organisation uses cookies and similar technologies on its website and digital platforms. It operates in compliance with the UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

1.2 This Policy should be read together with the Privacy Notice and the GDPR Privacy Policy.

1.3 By using the Organisation's website, visitors may consent to or manage non-essential cookies in accordance with this Policy.

## 2. What Are Cookies?

2.1 Cookies are small text files placed on a user's device when they visit a website. They enable websites to function, remember preferences, and analyse visitor behaviour.

2.2 Cookies may be:

- **Session cookies** (expire when the browser closes);
- **Persistent cookies** (expire after a set time);
- **First-party cookies** (set by the Organisation);
- **Third-party cookies** (set by partners or service providers).

## 3. Categories of Cookies Used

### 3.1 Strictly Necessary Cookies

These cookies enable essential website functionality, such as:

- security protections;
- navigation;
- form submission;

- session management.

These cookies do *not* require user consent.

### **3.2 Functional Cookies**

These allow the website to remember choices users make, such as:

- preferred language;
- region settings;
- accessibility options.

Consent may be required depending on implementation.

### **3.3 Analytics & Performance Cookies**

Used to understand how visitors interact with the website, including:

- pages visited;
- time spent;
- navigation paths;
- general device and browser metrics.

These cookies operate only when the user provides consent.

### **3.4 Advertising & Marketing Cookies**

These cookies:

- track user behaviour across websites;
- build interest profiles;
- allow targeted advertising.

Marketing cookies are **fully optional** and require **explicit opt-in consent**.

## 4. Legal Basis for Using Cookies

4.1 Strictly necessary cookies are exempt from consent requirements.

4.2 All other cookies require:

- **prior consent** (opt-in),
- **granular choices** (e.g., analytics only, marketing only),
- **the ability to withdraw consent** at any time.

4.3 Cookie use must be transparent, with clear explanations of:

- the purpose of each cookie;
- who sets it;
- how long it persists.

## 5. How Users Provide Consent

5.1 The Organisation uses a cookie consent banner to obtain valid consent.

5.2 Consent must be:

- an affirmative action (e.g., “Accept All”),
- specific to cookie categories,
- capable of being refused without detriment.

5.3 Users must not be denied access to the website if they reject non-essential cookies.

## 6. Withdrawal of Consent

6.1 Users may change or withdraw cookie preferences at any time using either:

- a cookie settings button or page, or
- browser controls.

6.2 Withdrawal of consent does not affect the lawfulness of processing prior to withdrawal.

## **7. Third-Party Cookies**

7.1 Some third-party services used by the Organisation may set cookies, including:

- analytics platforms (e.g., Google Analytics);
- social media integration tools;
- embedded video or media players.

7.2 These providers may have access to Personal Data collected through their cookies. Users should refer to the privacy policies of those providers for additional information.

## **8. Retention of Cookie Data**

8.1 Retention of cookie-derived data varies depending on purpose and category.

8.2 Analytics and marketing cookies have defined retention periods which are disclosed in the cookie table.

8.3 Strictly necessary cookies typically expire at session end or follow short expiry cycles.

## **9. Managing Cookies Through the Browser**

9.1 Users may configure browsers to:

- block all cookies,
- block third-party cookies,
- delete existing cookies,

- notify when cookies are set.

9.2 Disabling cookies may affect website experience but shall not prevent basic functionality.

## **10. Changes to This Policy**

10.1 This Policy may be updated periodically to reflect changes in technologies, legislation, or website functionality.

10.2 Material changes will be displayed prominently or communicated directly where appropriate.

## **11. Contact**

11.1 Queries relating to this Policy should be directed to the Organisation's data protection contact, as provided in the Privacy Notice.