

Cookies Policy

Last updated: 28/05/2026

This Cookies Policy explains how Ambertrace Labs Ltd (“Ambertrace” “us”, “our”) uses **cookies and similar technologies**—such as pixels, tags, SDKs, and local storage—when you visit our websites, sub-domains, or web apps (together, the “Services”). These technologies help our Services function, keep them secure, remember your preferences, and provide insights to improve performance and user experience.

Your choices and consent. We only use **non-essential** cookies (e.g., analytics, preference, or advertising cookies) with your consent. When you first visit, our cookie banner lets you **accept all, reject non-essential, or manage settings** by category. You can change your preferences at any time via the “Manage Cookies” link in the footer or your browser settings. Please note that your choices are **browser and device specific**. **Strictly necessary** cookies are always on because the site will not work properly without them.

Some cookies are placed by **third parties** (for example, analytics providers) to deliver services to us. We do not sell cookie data. For details on how personal data collected via cookies is handled, please see our **Privacy & Security Policy**.

1. What are cookies?

Cookies are small text files that are downloaded to your computer, smartphone, or other device when you visit a website. They allow the website to recognise your device, store certain information about your visit, and make your experience smoother and more personalised.

Cookies serve different purposes. Some are essential for a website to work properly, while others help us understand how visitors interact with our site, remember preferences, or support features such as secure log-in.

Types of cookies include:

- **Session cookies** – temporary cookies that are deleted as soon as you close your browser. They help with navigation and remembering actions during a single visit.

- **Persistent cookies** – stored on your device for a fixed period or until you manually delete them. These remember your preferences between visits, such as language settings.
 - **First-party cookies** – set directly by Ambertrace when you use our websites or Services.
 - **Third-party cookies** – placed by trusted external providers (e.g., analytics or content delivery services) to support performance, insights, or integrations.
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2. Types of cookies we use

We use different categories of cookies to make our websites and Services function effectively, improve performance, and deliver a better experience for users. Some cookies are essential, while others are optional and only used with your consent.

Strictly necessary cookies

- These are required for our websites and Services to function properly.
- They include features such as secure log-in, session management, navigation, and fraud prevention.
- Because they are essential to system operation, they cannot be turned off through our cookie settings.

Performance & analytics cookies

- These cookies collect information about how visitors use our site, such as which pages are visited most often, how long users stay, or whether error messages appear.
- The data is aggregated and anonymous, and it helps us monitor performance, identify issues, and continually improve the usability and effectiveness of our Services.

Functional cookies

- These allow our websites to remember the choices you make, such as your preferred language, region, or display settings.
- They enhance personalisation and ensure that features and settings remain consistent when you return to our site.

Advertising & targeting cookies *(if applicable)*

- These cookies track browsing activity to help deliver advertising that is more relevant to you and your interests.
- They may also limit how often you see an advert and measure the effectiveness of campaigns.
- Some targeting cookies are set by third parties who provide services to us (for example, ad networks). If we do not use advertising cookies, this category does not apply.

Deletion of Cookies

Session cookies are deleted when you close your browser, while persistent cookies remain on your device until they expire or you delete them manually. The length of time varies depending on the cookie, but typically ranges from a few days to two years

3. How we use cookies

We use cookies and similar technologies to make sure our websites and Services are secure, reliable, and easy to use. The data collected helps us improve performance, support personalisation, and provide a smoother experience for every visitor. Specifically, we use cookies to:

- **Maintain security and functionality** – ensuring that log-ins, navigation, and core features work properly.
- **Understand usage patterns** – learning how visitors interact with our content, such as which pages are visited most and how long users stay.
- **Improve reliability and performance** – monitoring errors, load times, and technical issues so we can enhance stability.
- **Support personalisation** – remembering user settings and preferences where appropriate to make the experience more relevant.

We do **not** sell, rent, or trade cookie data to third parties.

For details on how we handle any personal data collected through cookies, please see our [Privacy & Security Policy].

4. Managing cookies

When you first visit our website, you will see a cookie banner giving you the option to **accept all cookies**, **reject non-essential cookies**, or **manage your preferences** by category. Strictly necessary cookies are always active, as they are required for the website to function.

You can change your cookie preferences at any time by revisiting the banner or adjusting your browser settings. Most browsers allow you to block or delete cookies, or to receive a warning before cookies are stored. Please note that cookie choices are device- and browser-specific, so you may need to update your preferences on each device you use.

For more information on managing cookies, you can visit:

- [About Cookies](#)
- [Your Online Choices](#)

If you choose to disable or block certain cookies, some features of our website and Services may not work as intended.

5. Updates to this policy

We may update this Cookies Policy from time to time to reflect changes in law, technology, or our business practices. Any updates will be posted on this page, and the “Last updated” date at the top of the policy will be revised accordingly.


Where the changes are significant, or where the law requires us to do so, we will also notify you more prominently (for example, by displaying a notice on our website or through a pop-up banner).

We encourage you to review this Cookies Policy periodically to stay informed about how we use cookies and how you can manage your preferences.

6. Contact us

If you have any questions about this Cookies Policy or the way Ambertrace Labs Ltd uses cookies and similar technologies, you can contact us using the details below:

Email:  info@ambertracelabs.com

Postal address:  Ambertrace Labs Ltd, Ascend Co Working, 1st Floor, Pentagon Shopping Centre, Chatham, ME4 4HY

For matters relating specifically to data protection or privacy, you may also contact our appointed Data Protection Officer (DPO):

Data Protection Officer: Matt Ledger

Email (DPO enquiries):  info@ambertracelabs.com