



**SIMPLIFY
CLIMATE**

**Cookie
Policy**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

The types of cookies used on this website fall into one of the three categories below:

1. Necessary Cookies

When you visit our website, we will ask for your consent to set non-essential cookies (such as analytical and marketing cookies). You can choose to accept or decline these cookies. If you decline, only necessary cookies will be set, which are required for the functioning of the website.

These cookies are necessary for our website to function properly and cannot be switched off in our systems. They are usually only set in response to actions made by you – for example, setting your privacy preferences. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.

Name of cookie	Purpose
Cookie Control	First party cookie. When you first visit our website you should see a pop-up message to inform you that the site uses cookies and to request your permission to set analytical cookies. We'll store a cookie so that your computer knows you've seen it and knows not to show it again. Default expiry time: 1 Year

Cookie Expiration

Cookies can be either "persistent" or "session" cookies. A persistent cookie will be stored by a web browser and remain valid until its set expiry date, unless deleted by the user before the expiry date. A session cookie, on the other hand, will expire at the end of the user's session when the web browser is closed.

2. Analytical cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us learn which pages are the most and least popular and see how visitors navigate our site to help us with future improvements. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

Name of cookie	Purpose
Google Analytics and Tag Manager: analytics.js and ga.js	First party cookies. These cookies measure and record how you interact with and use our website content. Default expiry time: 2 years from set/update.

3. Marketing cookies

These cookies may be set through our site by our advertising partners to help us improve our response to business development. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and device. If you do not allow these cookies, you will experience less targeted advertising.

We currently do not use any marketing cookies.

Third-Party Cookies

In addition to the cookies we set, third-party cookies may be placed on your device through our website by third-party service providers such as Google Analytics. These cookies are used to gather information about how you interact with their content on our site. We recommend reviewing the privacy policies of these providers to understand how they use cookies.

4. Changing your preferences

Analytical cookies - You may need to refresh your page for your settings to take effect.

5. Controlling cookies through your browser settings

You can control the use of cookies at any time through your browser settings. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. Please note that if you disable certain types of cookies, parts of our website may not function properly. For more detailed information on how to manage cookies on your specific browser, see the links below.

- Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>

6. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our use of cookies or for legal and regulatory reasons. Any updates will be posted on this page with the updated date, and where required, we will notify you through appropriate means, such as a banner on the website.

7. Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at:

Email: help@simplifyclimate.co.uk

