

Cookie Policy Template

website cookie policy

Before publishing

- Check your website cookie scan before using this wording.
- If your website uses Google Ads, Meta Pixel, LinkedIn Insight Tag, Microsoft Clarity, Hotjar, YouTube embeds, live chat or booking tools, these may need to be added to the cookie policy and may need consent.
- This template should match how your own website actually works.

Cookie Policy

Effective date: [insert date]

Last updated: [insert date]

What are cookies?

Cookies are small files that are placed on your device when you visit a website.

They help the website work properly. They can also help us understand how people use the website, so we can improve it.

How we use cookies

We use cookies to make the website work, keep the website safe, remember your cookie choices, understand how people use our website and improve our website.

We only use cookies where we are allowed to do so.

Some cookies are needed for the website to work. These are called necessary cookies.

Other cookies, such as analytics cookies, help us understand how the website is used. You can accept or reject these cookies.

Types of cookies we use

Necessary cookies

These cookies are needed for the website to work. They do not need your consent.

| Cookie | How long it lasts | What it does |
|-------------------------|-------------------|--|
| elementor | Does not expire | Helps the website display and update content. |
| wpEmojiSettingsSupports | Session | Checks if your browser can show emojis properly. |
| cookieyes-consent | 1 year | Remembers your cookie choices. |

Analytics cookies

These cookies help us understand how visitors use our website. This helps us improve the website.

| Cookie | How long it lasts | What it does |
|--------|----------------------------|---|
| _ga | 1 year, 1 month and 4 days | Helps Google Analytics understand website visits and usage. |
| _ga_* | 1 year, 1 month and 4 days | Helps Google Analytics count page views. |

Analytics cookies are optional. You can accept or reject them.

Marketing cookies

We do not use marketing cookies unless they are shown in our cookie banner or cookie table.

If we use marketing cookies in the future, we will update this policy and ask for consent where required.

How to change your cookie choices

You can change your cookie choices at any time by clicking the Consent Preferences button on our website.

You can also block or delete cookies in your browser settings.

Useful browser links:

- Chrome: <https://support.google.com/accounts/answer/32050>
- Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>
- Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge>

More information

For more information about cookies and data protection, please visit the ICO website: [ICO guidance on storage and access technologies](#)

Document note

This document is a template. Each AR firm should check and amend it so it matches the cookies and tracking tools used on its own website.