

Freedom Virtual Solutions Cookie Policy

Hello there!

Thank you for checking out our cookie policy. We are committed to ensuring that our website and its use of cookies and other technologies comply with UK laws on privacy and data protection. This policy sets out the types of cookies and similar technologies we use, the exact cookies used on our website, whether we are using any third-party cookies, how you can control our use of cookies, what their expiry dates are and how you can get in contact with us for more information.

What are cookies?

Cookies are small files of information, usually containing letters and numbers, that websites store on your browser, or the hard drive of your computer. Strictly necessary cookies do not require your consent under the Privacy and Electronic Communications Regulations (PECR), as they are essential for the operation of our website or to provide a service you have requested. Where these cookies involve personal data, we rely on our legitimate interests under Article 6(1)(f) UK GDPR.

All other cookies will only be placed on your device with your consent. We obtain your consent via our cookie banner before placing any non-essential cookies. Consent must be freely given, specific, informed and unambiguous.

Our website needs to use these cookies so we can understand what works well on our website, and what we can do to improve. These cookies also allow us to distinguish you from other website visitors, helping us to provide you with a seamless experience on our site.

Do you use similar technologies?

We may also use similar technologies such as local storage, session storage, pixels, tags, scripts or other technologies. These technologies operate in a similar way to cookies and may store or access information on your device. Where these technologies are not strictly necessary, we will obtain your consent before using them.

What type of cookies do you use?

We use the following cookie types:

Essential Cookies – These can also be known as Strictly Necessary Cookies, and they're very important for us to make sure our website runs as it should. As a result, these cookies are always automatically enabled, to make sure our website works sufficiently. These cookies are always active and cannot be disabled via our cookie management tool, as the website cannot function properly without them.

Analytical Cookies – These can also be known as Performance Cookies, and they gather information about how website visitors use a website. These cookies help us to keep count of the number of visitors on our website, and also helps us to understand how these visitors use our website. This enables us to understand what works well on our website, and what doesn't work so well, so we can continuously improve the site for visitors. These cookies are only activated where you provide consent via our cookie banner.

Functionality Cookies – These make your experience on our website easier by remembering user preferences, and simplifying interactions. Some examples of what these cookies enable include remembering your language preferences, font sizes, your log-in details, and items in your shopping basket. These cookies are only used where you have provided your consent.

Advertising Cookies – These can also be known as Targeting Cookies. These cookies track your visits to our website, including the pages you visit, and any links you have followed from said pages. This information is then used to display adverts to you, based on what we have learned about your preferences from these cookies. These cookies are only placed on your device where you have provided consent.

Information collected through cookies and similar technologies may be processed by third-party providers (such as analytics or advertising partners), even where the cookies themselves are first-party cookies. These providers may use this information to help us analyse website usage or deliver relevant content or adverts.

We do not control how these third parties use your data and recommend reviewing their privacy and cookie policies for more information. Some providers may transfer data outside the UK, and where this happens, appropriate safeguards will be in place.]

What exact cookies do you use on your website?

We've provided a detailed breakdown below of all the cookies and other technologies we use on our website, and why we use them.

Cookie Name & Domain	Type	Purpose	Duration
'XSRF-TOKEN' via [freedomvs.co.uk]	Essential	Used for security purposes, preventing unauthorised requests and protecting the website from Cross-Site Request Forgery attacks.	Session
'cookieyes-consent' via [freedomvs.co.uk]	Essential	Stores the visitor's cookie consent preferences as set via the cookie banner, so they are not asked again on every visit.	1 year
'wordpress_[hash]' via [freedomvs.co.uk]	Essential	Stores authentication details for logged-in site administrators. Not set for general website visitors.	Session
'wordpress_logged_in_[hash]' via [freedomvs.co.uk]	Essential	Identifies and verifies the identity of logged-in site administrators. Not set for general website visitors.	Session
'PHPSESSID' via [freedomvs.co.uk]	Essential	Maintains the visitor's session state across page requests. This is a standard server-side session cookie.	Session
'_ga' via [freedomvs.co.uk]	Analytical	Registers a unique visitor ID used by Google Analytics to generate statistical data on how the website is used.	2 years
'_ga_[ID]' via [freedomvs.co.uk]	Analytical	Used by Google Analytics 4 to persist session state and track individual sessions.	2 years
'_gid' via [freedomvs.co.uk]	Analytical	Registers a unique visitor ID used by Google Analytics to generate daily usage statistics.	24 hours
'_gat' via [freedomvs.co.uk]	Analytical	Used by Google Analytics to throttle the rate of requests, limiting data collection during high-traffic periods.	1 minute

'sib_cuid' via [freedomvs.co.uk]	Functional	Used by Brevo to identify unique website visitors in connection with the website's contact form, ensuring form submissions are processed correctly.	6 months
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Do you use any Third-Party Cookies?

Third-party cookies are not set by us, but are set by other domains than the website you visit. These cookies are placed on website visitors' devices by third-party outlets. Common examples of these third parties can include social media platforms, analytical providers, and advertising networks.

We use third-party providers who may set cookies or process information collected through cookies and similar technologies.

We do not control the use of cookies by third parties and recommend reviewing their respective privacy and cookie policies for further information.

Some third-party providers may transfer your data outside the UK. Where this occurs, we ensure appropriate safeguards are in place in accordance with UK data protection laws.

We work with the following third parties who may use the following cookies:

Third-Party Provider	Cookie Name(s)	Purpose	Duration
Google Analytics (via Site Kit by Google)	_ga, _ga_[ID], _gid, _gat	Used to collect anonymous statistics on how visitors use the website, including pages visited and time spent on site.	See Section 1
Brevo	sib_cuid	Used in connection with the website's contact form to identify unique visitors and ensure form submissions are processed correctly.	6 months

What Similar Technologies do you use?

In addition to cookies, we also use similar technologies as listed below. These technologies store information on your device in a similar way to cookies and are used to ensure the website functions properly.

Name and Type of Technology	Why do we use this?
'wpEmojiSettingsSupports' - Local Storage (Essential)	This storage is used to check whether your browser supports emojis, ensuring they display correctly across the website. This storage has a duration of your session length only.

While we aim to keep the above lists accurate and up to date, cookies and similar technologies used on our website may change from time to time. As a result, the above lists

may not always reflect all cookies in use at any given moment. We encourage you to review this policy regularly for updates.

How can I control these cookies?

You are able to control your use of cookies on our website. You can do the following:

- Reject all non-essential cookies
- Select certain cookies you wish to use, and reject other cookies and;
- Deactivate the use of third-party cookies
- You can withdraw or change your consent at any time by clicking the 'Cookie Settings' button on our website, which is managed through the CookieYes consent tool.

To decide which cookies our website sets, follow the below steps:

1. Click the 'Cookie Settings' button on our website (this appears as a floating button or link on the page).
2. The CookieYes cookie preference panel will open.
3. Use the toggles to accept or reject each category of cookie.
4. Click 'Save My Preferences' to confirm your choices.

Our cookie banner provides equal prominence to "Accept All" and "Reject All" options. Non-essential cookies are not pre-ticked and will not be placed on your device unless you actively opt in.

Please note:

- Rejecting non-essential cookies will not affect the core functionality of our website.
- Strictly necessary cookies cannot be disabled via our cookie tool.

You may also adjust your browser settings to block or delete cookies. However, blocking essential cookies via your browser may impact website functionality.

If we use Google Analytics, you may opt out by installing Google's browser add-on available at: <https://tools.google.com/dlpage/gaoptout>

What is the Expiry Period for your cookies?

Each cookie's duration is set out in the table above. Some cookies are session cookies (which expire when you close your browser), and others are persistent cookies (which remain on your device for a defined period).

How often is this policy updated?

We may update this Cookie Policy from time to time to reflect changes in legal requirements or the cookies we use. We recommend checking this page regularly for updates.

How do I ask you for more information?

If you'd like to learn more about our use of cookies, or if you have any questions, please get in touch with us on the following details:

Email: katie@freedomvs.co.uk Telephone: 07857 382148
We will ensure we get back to you as soon as possible.

You can also learn more about how we process your personal data in our Privacy Policy here:

<https://freedomvs.co.uk/privacy-policy>

Thank you for reading this policy.