Linley & Simpson Cookie Policy

What Are Cookies?

1. Cookies are small text files placed on your computer or device when you visit certain parts of our website or use certain features.
2. When you visit https://www.linleyandsimpson.co.uk/, your browser stores these small files on your device.
3. Cookies remain on your device for various periods of time depending on their purpose.
4. Each time you revisit our website, your browser sends the stored cookies back to our servers, helping us recognise you and improve your experience.
5. Cookies help us remember your preferences, recently viewed properties, and searches so you can quickly access relevant information.
6. They also help us measure how our website is used, allowing us to identify improvements and enhance functionality.
7. You can delete or manage cookies in your browser settings at any time, but doing so may affect your experience of our website.
8. To learn more about cookies and how to manage them, visit:
    - www.aboutcookies.org
    - www.allaboutcookies.org

Information About Us

1. Linley & Simpson Limited is registered in England & Wales.
2. Registered company number: 03823391
3. Registered office address: 70 St. Mary Axe, London, England, EC3A 8BE.

Our Cookie Policy and Usage

1. We use cookies carefully and responsibly, taking steps to ensure your privacy and personal data are protected.

2. Like many websites, we use cookies to make your experience on https://www.linleyandsimpson.co.uk/ as seamless and personalised as possible.
3. Please read this policy carefully and ensure you understand how we use cookies.
4. Continued use of our website indicates your acceptance of this Cookie Policy.
5. If you do not agree to this policy, please discontinue using our website.

How Does Our Site Use Cookies?

1. Strictly Necessary Cookies

These are essential for the operation of our site. They enable features such as logging in, secure browsing, saving favourite properties, and site security functions.

2. Analytics Cookies

Analytics cookies help us understand how you use our website—for example, which pages you visit and how you navigate the site. This allows us to improve usability and enhance your overall experience.

3. Functionality Cookies

These cookies allow the site to remember your preferences, such as saved searches, property alerts, and display settings. They help personalise your experience.

4. Targeting / Advertising Cookies

These cookies help us understand what parts of the site interest you most, so we can provide relevant content and marketing. Some information may be shared with third-party partners to deliver tailored advertising.

5. Third-Party Cookies

These are placed by external providers whose services we use—for example:

- Advertising networks
- Social media platforms
- Analytics providers (such as Google Analytics)

These cookies operate in the same way as those described above.

6. Persistent Cookies

These remain on your device for a set period and are activated when you return to the site.

7. Session Cookies

These are temporary and removed when you close your browser.

What Cookies Does Our Site Use?

1. We use analytics tools provided by **Google Inc.**, as well as other third-party technologies that help us understand website usage.
2. These tools collect anonymous data to allow us to improve the site and the services we provide to you.
3. You are not required to accept these cookies and refusing them will not affect your safety or privacy, but it may limit our ability to continuously improve your experience.
4. Full details of cookies active on our site are listed in our on-site **Cookie Preference Tool** (pop-up banner), which is powered by our consent management platform.

Performance Cookies		
Host	**Cookie Name**	**Description**
https://www.linleyandsimpson.co.uk/	_ga_xxxxxxxxxx	Used by Google Analytics to identify and track an individual session with your device.Used by Google Analytics to identify and track an individual session with your device.
https://www.linleyandsimpson.co.uk/	_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners._ga
https://www.linleyandsimpson.co.uk/	_ga_xxxxxxxxxx	NAUsed by Google Analytics to identify and track an individual session with your device.

Targeting Cookies		
Host	**Cookie Name**	**Description**
https://www.linleyandsimpson.co.uk/	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers

Consent and Control

Third party cookies are not placed by us; instead, they are placed by third parties that provide services to us and/or to you. Third party cookies may be used by advertising services to serve up tailored advertising to you on our site, or by third parties providing analytics services to us (these cookies will work in the same way as analytics cookies described above).

Persistent Cookies

Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our site.

Session Cookies

Session cookies are temporary and only remain on your computer or device from the point at which you visit our site until you close your browser. Session cookies are deleted when you close your browser.

Consent and Control

1. When you first visit our website, we will request your consent before placing non-essential cookies on your device.
2. You may refuse consent for all cookies except those which are strictly necessary for the site to function.
3. You can also manage cookie settings in your browser at any time.
4. Most browsers allow you to:
    - Block all cookies
    - Block only third-party cookies
    - Delete cookies on exit
5. For help with your browser settings, please use the links below:

- **Microsoft Internet Explorer:** https://support.microsoft.com/en-us/kb/278835
- **Microsoft Edge:** https://support.microsoft.com/en-gb/products/microsoft-edge
- **Mozilla Firefox:** https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
- **Google Chrome (Android):** https://support.google.com/chrome/answer/95647

Changes to This Cookie Policy

1. We may update this Cookie Policy from time to time. Any changes will become effective upon your first use of the site after the update.
2. In case of any conflict between this version and previous versions, the latest version shall apply unless explicitly stated otherwise.

Further Information

1. If you would like more information on how we use cookies, please contact us.
2. You can find additional information on privacy, data protection, and our terms and conditions on our website.