

Document	Cookie Policy
Organisation	Vizabl Ltd
Company No.	10831304
Registered Address	55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR
Website	vizabl.co.uk
Contact	vizabl@vizabl.co.uk
Last Updated	May 2025
Review Date	May 2026

1. Introduction

This Cookie Policy explains how Vizabl Ltd ("we", "us" or "our") uses cookies and similar tracking technologies on our website at vizabl.co.uk (the "Website").

This policy should be read alongside our Privacy Policy, which sets out how we collect and use personal data more generally.

By continuing to use our Website after being presented with our cookie consent banner, you agree to our use of cookies as described in this policy. You may withdraw your consent at any time — see Section 7 for details.

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone or tablet) when you visit a website. They are widely used to make websites work, or work more efficiently, and to provide information to website owners.

Cookies can be:

- Session cookies — temporary files deleted when you close your browser
- Persistent cookies — files that remain on your device for a set period or until deleted
- First-party cookies — set by the website you are visiting
- Third-party cookies — set by a domain other than the website you are visiting

3. Legal Basis for Using Cookies

We operate in accordance with the UK Privacy and Electronic Communications Regulations 2003 (PECR) and the UK General Data Protection Regulation (UK GDPR).

Under PECR, we are required to:

- Inform you clearly about the cookies we use and their purposes
- Obtain your consent before placing any non-essential cookies on your device
- Allow you to withdraw that consent at any time

Strictly necessary cookies do not require consent as they are essential for the Website to function. All other cookies are only placed on your device if you have provided your consent via our cookie banner.

4. Cookies We Use

We use the following categories of cookies on our Website:

4.1 Strictly Necessary Cookies

These cookies are essential for the Website to function correctly. They enable core features such as page navigation, security and access to secure areas. The Website cannot function properly without these cookies. No consent is required for their use.

Cookie Name	Provider	Purpose	Duration	Type
XSRF-TOKEN	Wix	Security — prevents cross-site request forgery attacks	Session	Necessary
svSession	Wix	Identifies unique visitors and tracks sessions	2 years	Necessary
hs	Wix	Security — prevents harmful bots from accessing the site	Session	Necessary
cookieLaw_accepted	Vizabl	Stores your cookie consent preferences	1 year	Necessary

4.2 Analytics and Performance Cookies

These cookies help us understand how visitors interact with our Website by collecting and reporting information anonymously. This allows us to improve how our Website works. These cookies are only placed with your consent.

Cookie Name	Provider	Purpose	Duration	Type
_ga	Google Analytics	Distinguishes unique users by assigning a randomly generated number as client identifier	2 years	Analytics
ga*	Google Analytics	Used to persist session state across page requests	2 years	Analytics
_gid	Google Analytics	Distinguishes users — stores and updates a unique value for each page visited	24 hours	Analytics
_gat	Google Analytics	Used to throttle request rate to Google Analytics	1 minute	Analytics
wixCIDX	Wix Analytics	Wix analytics — identifies unique visitors for site analytics	3 months	Analytics
_wixCIDX	Wix Analytics	Wix analytics session identifier	Session	Analytics

4.3 Marketing and Social Media Cookies

These cookies are set by social media platforms and advertising partners to build a profile of your interests and show you relevant content. They track your activity across websites. These cookies are only placed with your consent.

Cookie Name	Provider	Purpose	Duration	Type
_fbp	Facebook/Meta	Used by Facebook to deliver advertisements and track conversions from Facebook ads	3 months	Marketing
fr	Facebook/Meta	Used to deliver, measure and improve relevancy of ads shown via Facebook	3 months	Marketing
lidc	LinkedIn	Facilitates data centre selection for LinkedIn services	24 hours	Marketing
bcookie	LinkedIn	Browser identifier cookie — used for LinkedIn advertising features	2 years	Marketing
li_sugr	LinkedIn	Used to make a probabilistic match of a user's identity outside LinkedIn	3 months	Marketing
UserMatchHistory	LinkedIn	LinkedIn Insight Tag — used for retargeting and conversion tracking	30 days	Marketing
AnalyticsSyncHistory	LinkedIn	Stores information about the time a sync occurred with the lms_analytics cookie	30 days	Marketing

5. Third-Party Services and Data Transfers

Some cookies on our Website are set by third-party services. These third parties have their own privacy and cookie policies which govern how they use that data. We have no control over third-party cookies.

Google Analytics

We use Google Analytics provided by Google LLC. Google may transfer data to the United States. Google processes data under Standard Contractual Clauses and has committed to the UK-US Data Bridge framework. You can opt out of Google Analytics across all websites using Google's opt-out browser add-on at: tools.google.com/dlpage/gaoptout

Google's Privacy Policy: policies.google.com/privacy

Facebook / Meta

We use the Meta Pixel provided by Meta Platforms, Inc. Meta may transfer data to the United States under Standard Contractual Clauses. Meta's Privacy Policy: www.facebook.com/privacy/policy

LinkedIn

We use LinkedIn Insight Tag provided by LinkedIn Ireland Unlimited Company. LinkedIn may transfer data internationally under appropriate safeguards. LinkedIn's Privacy Policy: www.linkedin.com/legal/privacy-policy

Wix

Our Website is hosted on the Wix platform. Wix places certain cookies necessary for the platform to operate. Wix's Privacy Policy: www.wix.com/about/privacy

6. Cookies We Do Not Use

We do not use:

- Cookies to collect sensitive personal data such as financial information or health data
- Cookies to track children under the age of 13
- Cookies for automated decision-making or profiling that produces legal effects

7. Managing and Withdrawing Consent

7.1 Our Cookie Banner

When you first visit our Website, you will be presented with a cookie consent banner. You can choose to accept all cookies, reject non-essential cookies, or manage your preferences by category. You can change your preferences at any time by clicking the "Cookie Settings" link in our website footer.

7.2 Browser Settings

Most web browsers allow you to control cookies through their settings preferences. You can set your browser to refuse cookies, delete cookies, or alert you when cookies are being placed. Please note that restricting cookies may impact your experience of our Website.

Instructions for common browsers:

- Google Chrome: Settings > Privacy and security > Cookies and other site data
- Mozilla Firefox: Options > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Microsoft Edge: Settings > Cookies and site permissions

7.3 Opt-Out Tools

You can also use the following opt-out tools provided by third parties:

- Google Analytics: tools.google.com/dlpage/gaoptout
- Facebook/Meta Ad Preferences: www.facebook.com/ads/preferences
- LinkedIn Ad Settings: www.linkedin.com/psettings/guest-controls
- Your Online Choices (EU/UK): www.youronlinechoices.eu

8. Data Collected via Cookies

Data collected through analytics and marketing cookies may constitute personal data under UK GDPR. Where this is the case, we act as data controller in respect of data collected by our own cookies, and as a customer of third-party platforms in respect of data collected by their cookies.

We retain analytics data for a maximum of 26 months. Marketing pixel data is governed by the retention periods of the respective third-party platforms.

For full details of how we process personal data, please refer to our Privacy Policy.

9. Updates to This Policy

We review this Cookie Policy at least annually and whenever our use of cookies changes materially. The date of the most recent update is shown at the top of this document.

We will notify you of significant changes by updating the cookie consent banner on our Website, which will invite you to review and re-confirm your preferences where required.

10. Your Rights

Under UK GDPR, where cookies collect personal data, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (right to erasure)
- Object to or restrict our processing of your data
- Withdraw consent at any time (without affecting lawfulness of prior processing)
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, or if you have any questions about this Cookie Policy, please contact us:

Email	vizabl@vizabl.co.uk
Telephone	01794 874488
Post	Vizabl Ltd, 55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR

11. Information Commissioner's Office

If you are not satisfied with our response to any query or complaint, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

ICO website: ico.org.uk | ICO helpline: 0303 123 1113