

PHSC PLC

Website Cookie Policy

Introduction

This Cookie Policy explains how our website uses cookies and similar technologies to recognize you when you visit our site. It details what cookies are, how we use them, the types of cookies we use, the information we collect using cookies, how that information is used, and your rights to control our use of them. This policy complies with the General Data Protection Regulation (GDPR), the ePrivacy Directive, and other applicable data protection laws.

What Are Cookies?

Cookies are small text files that are stored on your device (computer, smartphone, tablet) when you visit a website. They are widely used to make websites work efficiently, as well as to provide information to the owners of the site. Cookies can be "first-party" (set by the website you are visiting) or "third-party" (set by external service providers).

Types of Cookies We Use

- **Strictly Necessary Cookies:** These cookies are essential for the functioning of our website and cannot be switched off in our systems. They are usually set only in response to actions made by you, such as setting your privacy preferences, logging in, or filling out forms.
- **Performance and 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 understand how visitors interact with our website by collecting and reporting information anonymously.
- **Functionality Cookies:** These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages.
- **Targeting or Advertising Cookies:** These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

Third-Party Cookies

We use third-party services (such as Google Analytics, Facebook Pixel, and other analytical platforms) that may set cookies on your device. These cookies help us analyze web traffic and usage patterns to improve our services. Third-party cookies may collect your IP address, browser type, device type, and browsing data (such as pages visited, time spent, and links clicked). This information may be transmitted to and stored by third parties on servers located in other jurisdictions.

- Third-party cookies are controlled by external providers and are subject to their own privacy policies.
- For more information on how third parties use your information, please visit their respective privacy policies.

Legal Basis for Processing (GDPR)

We process personal data collected by cookies based on one or more of the following legal grounds:

- Your consent, where required by law (which you may withdraw at any time).
- Our legitimate interests in operating and improving our website.
- To comply with legal obligations.

How We Use the Information Collected

Information collected via cookies is used to:

- Ensure the smooth operation of the website.
- Analyze website traffic and usage for performance improvements.
- Personalize your experience and remember your preferences.
- Show relevant advertisements on our site and across the internet.
- Detect and prevent security threats or abuse of our services.

Your Rights and Choices

- **Cookie Consent:** Upon your first visit to our website, you will be presented with a cookie banner or pop-up requesting your consent to the use of certain cookies. You may accept or decline cookies, except those that are strictly necessary.
- **Cookie Management:** You can manage your cookie settings at any time by adjusting your browser settings or by using the cookie management tool available on our website.
- **Your Data Protection Rights (GDPR):** You have the right to access, rectify, erase, restrict or object to the processing of your personal data, and to lodge a complaint with a supervisory authority.

Retention of Data

Personal data collected by cookies will be retained for no longer than is necessary for the purposes outlined in this policy or as required by law or contractual obligation.

International Transfers

Some of the third-party cookies used by our website may result in your data being transferred outside of your country or the European Economic Area (EEA). Where such transfers occur, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or reliance on adequacy decisions.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, or our practices. Any updates will be posted on this page with the revised date.

Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at:
support@phsc.co.uk