

## Cookies Policy – Hainault Health Clinic

Effective Date: 19/10/2025

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### 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help remember preferences, track usage, and improve functionality. Cookies cannot harm your device or access personal files.

**Example:** When you book an appointment online, a cookie may remember your login details so you don't have to enter them again.

### 2. Types of Cookies We Use

**a. Essential Cookies:** Required for core website functionality like logging in, booking appointments, or submitting forms.

**b. Analytics and Performance Cookies:** Collect anonymous data on how visitors use the website, helping us improve usability.

**c. Functionality Cookies:** Remember preferences such as language or region for a personalized experience.

**d. Marketing and Third-Party Cookies:** Used for advertising or tracking interactions with external services. Only used with explicit consent.

**e. Session vs. Persistent Cookies:** Session cookies are temporary, while persistent cookies remain on your device for a set period.

### 3. How We Use Cookies

We use cookies to:

- Ensure secure website functionality.
- Collect statistics to improve performance.
- Tailor content and user experience.
- Provide relevant marketing (only with consent).
- Enhance security and detect suspicious activity.

**Explanation:** Cookies improve the website's usability and allow us to provide a safer, personalized experience.

### 4. Third-Party Cookies

Third-party services like Google Analytics or embedded videos may set cookies on your device. These are managed under their respective privacy policies, which we encourage users to review.

**Example:** A YouTube video on our website may store cookies to track viewing preferences.

### 5. Managing and Controlling Cookies

You can manage cookie preferences using your browser settings or our website's consent banner.

**Consent Banner:** Our website displays a cookie consent banner that allows you to accept all cookies, reject non-essential ones, or customize settings.

Browser settings also allow you to block or delete cookies at any time. Note that disabling certain cookies may affect website functionality such as session persistence or booking features.

## 6. Legal Basis and GDPR Compliance

Essential cookies are processed under legitimate interest and do not require explicit consent. Non-essential cookies, including analytics or marketing cookies, require explicit consent under the UK GDPR and the Privacy and Electronic Communications Regulations (PECR). Users can withdraw consent at any time through cookie settings or browser controls.

## 7. Data Collected via Cookies

Cookies may collect the following information:

- IP address (anonymized where possible).
- Browser and device type.
- Pages visited and duration.
- Interaction with forms or embedded media.
- Preferences like language or accessibility.

**Explanation:** This information helps improve website services without personally identifying users unless they are logged in or have consented.

## 8. Cookie Retention Periods

- Session Cookies: Deleted when the browser is closed.
- Persistent Cookies: Stored for up to 12 months or as required by third-party services.
- Marketing Cookies: Retained according to user consent and regulatory guidance.

**Example:** Analytics cookies may store anonymized visit data for up to 12 months to monitor long-term performance trends.

## 9. Updates to This Cookies Policy

We may update this Cookies Policy periodically to reflect changes in technology, law, or clinic practices. The latest version will always be available on our website, with the effective date shown at the top.

## 10. Contact Information

For questions or cookie-related inquiries, please contact:

Hainault Health Clinic

Email: [admin@hainaulthealthclinic.co.uk](mailto:admin@hainaulthealthclinic.co.uk)

Website: [www.hainaulthealthclinic.co.uk](http://www.hainaulthealthclinic.co.uk)

ICO Registration: ZC018453 | Member, Complementary Medical Association (MCMA)

## Legal Disclaimer

This document is for informational purposes only and may be updated to ensure compliance with the latest UK data protection and electronic communications laws. By continuing to use our website, you acknowledge and agree to this Cookies Policy.