

GDPRF04 - Cookies Website and Policy Statement



Professional Carers Wirral Ltd ("Professional Carers", "we", "us" or "our") uses cookies and similar technologies on our website. This policy explains what these technologies are, why we use them and how you can control your preferences.

This policy should be read alongside our Privacy Policy, which explains how we collect, use and protect personal information.

What are cookies?

Cookies are small text files placed on your computer, tablet or mobile device when you visit a website. They help websites operate effectively, remember preferences and provide information about how visitors use the site.

We use the term "cookies" in this policy to include similar technologies, such as pixels, tags, scripts, web beacons and local storage, where these store information on or access information from your device.

How Professional Carers uses cookies

We may use cookies to:

- keep our website secure and operating correctly;
- remember your choices and accessibility preferences;
- understand how people use our website;
- identify and resolve technical problems;
- improve the accessibility, content and performance of our website;
- measure the effectiveness of recruitment or information campaigns; and
- enable third-party content or services where you have agreed to this.

Information collected through cookies may include your IP address, browser type, device type, operating system, pages visited, time spent on the website and how you arrived at our website.

This information does not usually identify you directly. However, some cookie information may constitute personal data when combined with other information. Where this happens, we process it in accordance with our Privacy Policy, the UK GDPR, the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations.

Types of cookies we use

Strictly necessary cookies

These cookies are required for the website to function securely and properly. They may be used for security, fraud prevention, network management, accessibility, remembering your cookie preferences or enabling a service that you have specifically requested.

Strictly necessary cookies cannot normally be disabled through our cookie controls because the website may not work correctly without them. We do not use these cookies for advertising or unnecessary tracking.

GDPRF04 - Cookies Website and Policy Statement

Analytics and performance cookies

These cookies help us understand how visitors use the Professional Carers website - for example, which pages are visited most frequently, whether visitors encounter errors and how people navigate through the site.

This information helps us improve our website and make information about our care services, employment opportunities and organisation easier to find.

We will only place analytics or performance cookies where your consent is required after you have chosen to accept them.

Functionality cookies

These cookies allow the website to remember choices you make, such as accessibility settings, display preferences or other personalised features. They help us provide a more convenient and consistent experience when you return to our website.

Where these cookies are not strictly necessary, we will obtain your consent before placing them.

Advertising and targeting cookies

We may use these cookies to measure campaigns, understand how visitors reached our website or make information and advertising more relevant. They may also be placed by approved third-party providers.

These cookies may track activity across different websites and devices. They will not be placed unless you actively consent to them.

Third-party services

Some parts of our website may use services supplied by third parties, such as:

- website analytics providers;
- embedded maps;
- video or social media content;
- online recruitment or application systems;
- accessibility tools; or
- website security and hosting providers.

These providers may place their own cookies or collect information from your device. Non-essential third-party cookies will be blocked until you provide consent.

Where relevant, our cookie settings and cookie schedule will identify the third party, the cookie's purpose and how long it remains on your device. Once you follow a link to another website, that organisation's privacy and cookie policies will apply.

Your cookie choices

When you first visit our website, you will be shown a cookie banner that allows you to:

- **Accept all** optional cookies;
- **Reject all** optional cookies; or
- **Manage preferences** by cookie category.

Strictly necessary cookies will remain active because they are required for the website to operate.

GDPRF04 - Cookies Website and Policy Statement

We will not treat inactivity, scrolling or continued use of the website as consent. Optional cookies will remain disabled unless you actively choose to accept them.

You can change or withdraw your consent at any time by selecting the **Cookie Settings** link available on our website. Withdrawing consent will not affect the lawfulness of any processing that took place before it was withdrawn.

You can also delete or block cookies through your browser settings. Blocking strictly necessary cookies may affect how some parts of the website function.

Cookie schedule

A copy of our cookie schedule relevant to www.professional-carers.co.uk can be found at the end of this document.

Changes to this policy

We may update this policy when our website, third-party services or legal obligations change. The latest version will always be available on our website, together with the date it was last updated.

Contact us

If you have questions about our use of cookies or personal information, please contact:

Professional Carers Wirral Ltd

Email: info@professional-carers.co.uk

Telephone: 0151 638 4500

Address: **Head-office address: 221 Seaview Road, Wallasey, Wirral, CH45 4PD**

You also have the right to raise a concern with the Information Commissioner's Office. Further information is available at www.ico.org.uk.

Note: All Policies are reviewed annually, more frequently, or as necessary.

GDPRF04 - Cookies Website and Policy Statement

Cookie Schedule

The table below explains the cookies and similar technologies used on Professional Carers website.

Cookie or service	Provider	Category	Purpose	Duration
dps_site_id	GoDaddy	Strictly necessary	Identifies the GoDaddy hosting location serving the website and supports the reliable operation and delivery of the site.	Session
Cookie consent preference	GoDaddy	Strictly necessary	Records whether a visitor has accepted or rejected optional cookies so that their preference can be remembered. The technical cookie name may be changed by GoDaddy.	Set by GoDaddy
_tccl_visitor	GoDaddy	Analytics and performance	Assigns a unique identifier to a visitor so that visits can be recognised and included in aggregated website statistics.	Approximately 1 year
_tccl_visit	GoDaddy	Analytics and performance	Identifies an individual visit and groups page views and website interactions into the same browsing session.	Approximately 30 minutes
_scc_session	GoDaddy	Analytics and performance	Records session and page-view information to help measure website use and performance.	Approximately 20 minutes
Review widgets	Homecare.co.uk	Third-party content	Displays current ratings and reviews for Professional Carers Wirral and Edinburgh. The provider may collect technical information when the widget loads or is used.	Determined by Homecare.co.uk
CQC rating widget	Care Quality Commission	Third-party content	Displays Professional Carers' current CQC rating and provides a link to the relevant inspection report.	Determined by the CQC
Care Inspectorate widget	Care Inspectorate	Third-party content	Provides access to Professional Carers' Scottish registration and inspection information.	Determined by the Care Inspectorate
Social-media links	Facebook, Instagram, LinkedIn and YouTube	External links	Allows visitors to access Professional Carers' social-media pages. These links should not place social-media cookies on our website, but the relevant platform may use cookies after a visitor follows the link.	Determined by the relevant platform