

The Postpartum Psychologist Cookie Policy

Hello there!

Thank you for checking out our cookie policy. We are committed to ensuring that our website and its use of cookies and other technologies comply with UK laws on privacy and data protection. This policy sets out the types of cookies and similar technologies we use, the exact cookies used on our website, whether we are using any third-party cookies, how you can control our use of cookies, what their expiry dates are and how you can get in contact with us for more information.

What are cookies?

Cookies are small files of information, usually containing letters and numbers, that websites store on your browser, or the hard drive of your computer. Strictly necessary cookies do not require your consent under the Privacy and Electronic Communications Regulations (PECR), as they are essential for the operation of our website or to provide a service you have requested. Where these cookies involve personal data, we rely on our legitimate interests under Article 6(1)(f) UK GDPR.

All other cookies will only be placed on your device with your consent. We obtain your consent via our cookie banner before placing any non-essential cookies. Consent must be freely given, specific, informed and unambiguous.

Our website needs to use these cookies so we can understand what works well on our website, and what we can do to improve. These cookies also allow us to distinguish you from other website visitors, helping us to provide you with a seamless experience on our site.

Do you use similar technologies?

We may also use similar technologies such as local storage, session storage, pixels, tags, scripts or other technologies. These technologies operate in a similar way to cookies and may store or access information on your device. Where these technologies are not strictly necessary, we will obtain your consent before using them.

What type of cookies do you use?

We use the following cookie types:

Essential Cookies – These can also be known as Strictly Necessary Cookies, and they're very important for us to make sure our website runs as it should. As a result, these cookies are always automatically enabled, to make sure our website works sufficiently. Some examples of uses of essential cookies include the distribution of website traffic across multiple servers – without the website speed being affected, enabling the use of a shopping basket and facilitating the check out process. These cookies are always active and cannot be disabled via our cookie management tool, as the website cannot function properly without them.

Analytical Cookies – These can also be known as Performance Cookies, and they gather information about how website visitors use a website. These cookies help us to keep count of the number of visitors on our website, and also helps us to understand how these visitors use our website. This enables us to understand what works well on our website, and what doesn't work so well, so we can continuously improve the site for visitors. These cookies are only activated where you provide consent via our cookie banner.

Functionality Cookies – These make your experience on our website easier by remembering user preferences, and simplifying interactions. Some examples of what these cookies enable include remembering your language preferences, font sizes, your log-in details, and items in your shopping basket. These cookies are only used where you have provided your consent.

Advertising Cookies – These can also be known as Targeting Cookies. These cookies track your visits to our website, including the pages you visit, and any links you have followed from said pages. This information is then used to display adverts to you, based on what we have learned about your preferences from these cookies. These cookies are only placed on your device where you have provided consent.

Information collected through cookies and similar technologies may be processed by third-party providers (such as analytics or advertising partners), even where the cookies themselves are first-party cookies. These providers may use this information to help us analyse website usage or deliver relevant content or adverts.

We do not control how these third parties use your data and recommend reviewing their privacy and cookie policies for more information. Some providers may transfer data outside the UK, and where this happens, appropriate safeguards will be in place.

What exact cookies do you use on your website?

We've provided a detailed breakdown below of all the cookies and other technologies we use on our website, and why we use them.

Name and Type of Cookie	Why do we use this?
Strictly Necessary / Functional Cookies:	
Cookie consent preference cookie (e.g. cookieBannerClosed or similar) Domain: thepostpartumpsychologist.com Type: First-party, functional	To remember whether you have accepted or declined our cookie banner, so it does not reappear on every page you visit. Duration: 1 year
Performance and Analytics Cookies:	
_ga Domain: thepostpartumpsychologist.com Type: First-party, analytics (Google Analytics 4)	To distinguish unique visitors to our website by assigning a randomly generated identifier. Used to calculate visitor, session and campaign data so we can understand how our website is being used and gain a better understanding of our audience size. Duration: 2 years
_ga_G-3Y3PDSE6R8 Domain: thepostpartumpsychologist.com Type: First-party, analytics (Google Analytics 4)	To maintain session state for our specific Google Analytics 4 property. Works alongside _ga to provide accurate session-level data so we can understand how visitors move through our website. Duration: 2 years
_gid Domain: thepostpartumpsychologist.com Type: First-party, analytics (Google Analytics 4)	To distinguish users for analytics purposes. Helps us understand how our website is being used within a given day. Duration: 24 hours
_gat Domain: thepostpartumpsychologist.com	To limit the rate at which data is sent to Google Analytics, helping our website perform efficiently.

Type: First-party, analytics (Google Analytics 4)	Duration: 1 minute
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Note: Cookie names marked with a bracketed example may vary slightly. Third-party cookies set via embedded LeadConnector/GoHighLevel pages are governed by LeadConnector's own privacy policy, available at leadconnectorhq.com/privacy-policy.

Do you use any Third-Party Cookies?

Third party cookies are not set by us, but are set by other domains than the website you visit. These cookies are placed on website visitors' devices by third-party outlets. Common examples of these third parties can include social media platforms, analytical providers, and advertising networks.

We use third-party providers who may set cookies or process information collected through cookies and similar technologies.

We do not control the use of cookies by third parties and recommend reviewing their respective privacy and cookie policies for further information.

Some third-party providers may transfer your data outside the UK. Where this occurs, we ensure appropriate safeguards are in place in accordance with UK data protection laws.

We work with the following third-parties who may use the following cookies:

Name of Third-Party Cookie	Third-Party Provider	Why are these used?
__lc_cid __lc_cst	LeadConnector (GoHighLevel / Funnel Sketchers)	These cookies are set when you interact with embedded signup forms on our website and subdomains (for example, vipwaitlist.thepostpartumpsychoanalyst.com and discovermatrescence.thepostpartumpsychoanalyst.com). They identify your browser session and support the correct processing of enquiries submitted through our forms, passing your details securely to our CRM. Duration: Session to 1 year, depending on interaction
_gh_sess	GoHighLevel / LeadConnector (Funnel Sketchers)	Maintains session state for embedded forms loaded from LeadConnector's servers. This ensures that form submissions are processed correctly when you register or sign up through our website or subdomains. Duration: Session

Note: Cookie names may vary slightly in practice. LeadConnector cookies are governed by LeadConnector's privacy policy, available at leadconnectorhq.com/privacy-policy.

What Similar Technologies do you use?

In addition to cookies, we also use similar technologies as listed below. These technologies store information on your device in a similar way to cookies and are used to ensure the website functions properly.

Technology	Provider	Why is this used?
Local Storage (Browser)	GoDaddy Website Builder	Stores visitor preferences - such as cookie consent choices - directly in your browser. Functions in the same way as a cookie but is managed by your browser's local storage rather than being sent with each server request. Used to ensure the website functions properly across pages. Duration: Persistent until cleared by the user or the browser
Session Storage (Browser)	GoDaddy Website Builder / LeadConnector (Funnel Sketchers)	Similar to local storage but cleared automatically when you close your browser tab. Used to maintain temporary state during your visit - for example, keeping track of where you are in a form - to ensure the website functions as expected. Duration: Session (cleared when the browser tab is closed)
iFrame Embed	LeadConnector (GoHighLevel / Funnel Sketchers)	The signup forms on our website and subdomains (for example, vipwaitlist.thepostpartumpsychologist.com and discovermatrescence.thepostpartumpsychologist.com) are loaded inside an embedded iFrame served from api.leadconnectorhq.com. When your browser loads these forms, standard browser data (including your IP address, browser type and language) is transmitted to LeadConnector's servers. This is necessary for the forms to function and for your enquiry to be received. Duration: Active for the duration of your visit to the relevant page
Google Site Verification (Meta Tag)	Google Search Console	A verification tag embedded in the code of our website confirms our ownership of the site to Google Search Console. This does not collect personal data or set cookies on your device, but connects the site to Google's search performance tools, which we use to monitor how our website appears in search results. Duration: Permanent (embedded in site code, not stored on your device)

While we aim to keep the above lists accurate and up to date, cookies and similar technologies used on our website may change from time to time. As a result, the above lists may not always reflect all cookies in use at any given moment. We encourage you to review this policy regularly for updates.

How can I control these cookies?

You are able to control your use of cookies on our website. You can do the following:

- Accept all cookies
- Reject all cookies

Our cookie banner provides equal prominence to “Accept All” and “Reject All” options. Non-essential cookies are not pre-ticked and will not be placed on your device unless you actively opt in.

Please note:

- Rejecting non-essential cookies will not affect the core functionality of our website.
- Strictly necessary cookies cannot be disabled via our cookie tool.

You may also adjust your browser settings to block or delete cookies. However, blocking essential cookies via your browser may impact website functionality.

If we use Google Analytics, you may opt out by installing Google’s browser add-on available at:
<https://tools.google.com/dlpage/gaoptout>

What is the Expiry Period for your cookies?

Each cookie’s duration is set out in the table above. Some cookies are session cookies (which expire when you close your browser), and others are persistent cookies (which remain on your device for a defined period).

How often is this policy updated?

We may update this Cookie Policy from time to time to reflect changes in legal requirements or the cookies we use. We recommend checking this page regularly for updates.

How do I ask you for more information?

If you’d like to learn more about our use of cookies, or if you have any questions, please get in touch with us on the following details: hello@thepostpartumpsychologist.com

We will ensure we get back to you as soon as possible.

You can also learn more about how we process your personal data in our Privacy Policy [here](#).

Thank you for reading this policy.