

---

# COOKIE POLICY

LAST UPDATED: 5 NOVEMBER 2024

## WHAT'S A COOKIE?

A “cookie” is a small text file stored on your device when you visit a website. Cookies help websites remember your preferences, analyse website traffic, and tailor content to improve user experience. Cookies are widely used and do not harm your device.

## HOW DO WE USE COOKIES?

We use cookies on our website to track your usage, understand browsing patterns, and develop content that meets the needs of our visitors. Cookies help us improve website functionality, user experience, and our services.

Cookies may also be used for analytics, marketing, and retargeting purposes, including the personalisation of ads and promotions.

## TYPES OF COOKIES WE USE

Cookies on our website are categorised as follows:

- **Strictly Necessary Cookies:** These cookies are essential for website functionality and cannot be turned off in our systems. They do not collect any personal data and are necessary for actions like signing in, adding items to a cart, or using a secure area of the site.
- **Performance Cookies:** These cookies help us monitor website performance, count visits, identify traffic sources, and analyse which pages are popular. The information collected is aggregated and anonymous, helping us improve the overall website experience.
- **Functionality Cookies:** These cookies remember your preferences and customise your experience on our site. For instance, they may store information about your location to show region-specific content. The information collected by functionality cookies is usually anonymised.
- **Analytics and Advertising Cookies:** We use cookies from third-party analytics providers, such as Google Analytics, to understand how visitors interact with our site. Advertising cookies may also be used to display ads relevant to your interests. You can control how these cookies are used or opt out of advertising cookies.

## COOKIE DURATION

Cookies on our website can be:

- **Session Cookies:** Stored temporarily on your device during your web session and deleted when you close your browser. These cookies allow you to navigate our website without re-entering information.
- **Persistent Cookies:** Stored on your device for a defined period after you leave our website. Persistent cookies are used to remember your preferences or actions across multiple sessions, such as Google Analytics cookies.

### **THIRD-PARTY COOKIES**

Our website may include cookies set by third parties, such as analytics and advertising networks, over which we have no direct control. These cookies are typically analytical or advertising cookies used to understand traffic sources or deliver relevant advertising.

For further information on third-party cookies, please refer to the privacy and cookie policies of the respective third-party providers.

### **MANAGING COOKIES**

You can control or delete cookies through your browser settings. This includes refusing all or some cookies or being alerted when a cookie is set. Please note that blocking all cookies may affect website functionality and restrict access to some areas.

For more detailed information about cookies, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

For further information on our use of cookies, please contact us at [james@pinnaclestrengthlab.co.uk](mailto:james@pinnaclestrengthlab.co.uk).