

Cookie Policy

1 Introduction

- 1.1 This Cookie Policy explains how Alfred Bagnall and Sons Limited (Bagnalls) uses cookies and similar technologies on our website www.bagnalls.co.uk. It outlines what cookies are, why we use them, and the choices available to you regarding their use.
- 1.2 By continuing to use our website, you can manage your cookie preferences through our cookie consent banner.

2 What Are Cookies?

- 2.1 Cookies are small text files stored on your device when you visit a website. They help websites function correctly, remember your preferences and provide information about how visitors use the site.
- 2.2 Cookies may be set directly by us (first-party cookies) or by trusted third-party providers whose services we use.

3 How We Use Cookies

- 3.1 We use cookies and similar technologies for the following purposes:
- a) To ensure our website functions properly.
 - b) To improve website performance and user experience.
 - c) To understand how visitors interact with our website.
 - d) To identify organisations that may be interested in our services.
 - e) To help us improve our marketing and business development activities.
- 3.2 We use different types of cookies including:
- a) **Strictly Necessary Cookies:** These cookies are essential for the operation and security of our website. They enable core functionality such as page navigation, security features and form submissions. Because these cookies are necessary for the website to function, they cannot be disabled through our cookie preference settings.
 - b) **Analytics Cookies:** We use Microsoft Clarity to understand how visitors use our website and to improve the online experience. Microsoft Clarity may collect information such as:
 - i. Pages viewed
 - ii. Clicks and interactions
 - iii. Scrolling behaviour
 - iv. Device and browser information
 - v. Referring websites
 - vi. Session and engagement data

This information helps us understand how our website is performing and identify opportunities for improvement.

Microsoft Clarity also provides features such as heatmaps and session recordings, which allow us to analyse user journeys in an aggregated and privacy-conscious manner.

- c) **Business Visitor Identification Cookies and Technologies:** We use Lead Forensics to help us understand which organisations are visiting our website.

Where possible, this technology may identify the company associated with a website visit by analysing IP address information and matching it against publicly available business information. The information we may receive includes:

- i. Company name
- ii. Industry sector
- iii. Business location
- iv. Pages visited
- v. Visit frequency and duration

This technology is designed to identify organisations rather than individual visitors and helps us:

- vi. Better understand interest in our services
- vii. Improve our website and marketing activities
- viii. Support our business development and customer engagement efforts

For more information about how this data is processed, please refer to our Privacy Policy.

- d) **Third-Party Cookies:** Some cookies and tracking technologies used on our website are provided by trusted third-party service providers, including:

- vii. Microsoft Clarity
- viii. Lead Forensics
- ix. Cookie Yes

These providers may process information in accordance with their own privacy policies. We encourage users to review the privacy information published by these third parties.

4 Managing Your Cookie Preferences

- 4.1 You can choose whether to accept or reject non-essential cookies through our cookie consent banner. We use CookieYes to manage cookie consent preferences on our website. When you first visit our website, you will be presented with a cookie banner that allows you to accept, reject or customise your cookie preferences.

4.2 You may also manage cookies through your browser settings. Most browsers allow you to:

- a) View stored cookies
- b) Delete cookies
- c) Block cookies
- d) Receive notifications when cookies are placed

4.3 Please note that disabling some cookies may affect the functionality and performance of our website.

5 Changes to This Policy

- 5.1 We may update this Cookie Policy from time to time to reflect changes in legal requirements, technology or the services we use.
- 5.2 Any updates will be published on this page together with the revised "Last Updated" date.

6 Contact Us

- 6.1 If you have any questions about this Cookie Policy or our use of cookies, please contact:

Email: marketing@bagnalls.co.uk

Telephone: 01274 714 800