

CookiesPolicy

Effective date: September 2025

Last reviewed: September 2025

This Cookies Policy explains how Fardella & Bell Estate Agents (“we”, “our”, “us”) use cookies and similar tracking technologies when you visit our website. It should be read alongside our [Privacy Policy].

1. What are cookies?

Cookies are small text files placed on your computer, smartphone, or tablet when you visit websites. They store bits of information that help websites function effectively, improve user experience, and sometimes track your browsing behaviour.

Cookies are not harmful to your device, but they do collect certain types of information, which can include your browsing preferences, approximate location, or login details.

2. Why we use cookies

We use cookies to:

- Make sure our website works properly.
- Improve site speed, security, and functionality.
- Analyse visitor behaviour so we can enhance user experience.
- Remember your preferences (e.g. saved searches, language).
- Deliver relevant property and service adverts online.

3. Types of cookies we use

a) Strictly Necessary Cookies

- These cookies are essential for the website to function.
- Without them, certain features (like logging in or submitting enquiry forms) may not work.
- Example: remembering cookie consent settings.

b) Performance & Analytics Cookies

- Help us understand how visitors use our site (e.g. which pages are most popular).
- Collected data is anonymous and used to improve website design and content.

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- Example: Google Analytics.

c) Functionality Cookies

- Allow us to remember your preferences and settings.
- Improve your browsing experience by making the site more personalised.
- Example: remembering a saved property search.

d) Targeting & Advertising Cookies

- Used to deliver adverts that are more relevant to you.
- May also limit the number of times you see an ad.
- Set by us or trusted advertising networks (such as Facebook Pixel or Google Ads).

4. Third-party cookies

We sometimes use cookies set by third parties that provide services on our behalf, such as:

- Google Analytics – helps us track visitor numbers, pages visited, and browsing trends.
- Facebook, Instagram, TikTok, LinkedIn – allow us to measure the success of our social media campaigns and property adverts.
- Property portals (Rightmove, Zoopla, OnTheMarket) – may use cookies to track referrals from our listings.

We don't control these cookies directly. You can manage them via your browser or through each platform's settings.

5. How long cookies stay on your device

- Session cookies – deleted when you close your browser.
- Persistent cookies – stay on your device for a set period or until you delete them manually.

6. Managing cookies

You can control and manage cookies in several ways:

- Cookie banner – on your first visit, you can accept, reject, or manage cookie categories.
- Browser settings – you can block or delete cookies at any time through your browser's privacy settings.
- Third-party opt-outs – services like Google and Facebook allow you to control how your data is used for advertising.

Please note: Disabling some cookies may affect how our website functions.

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Refusing or withdrawing your consent to cookies

- You may adjust your browser settings to refuse cookies, and within the cookie popup available on site. But some of the services on our website may not work if you do so. You can find our more information about cookies at www.allaboutcookies.org and www.youronlinechoices.eu.

7. Your consent

By continuing to browse our website, you consent to the use of cookies as described in this policy, unless you adjust your settings to refuse them.

8. Changes to this policy

We may update this Cookies Policy from time to time to reflect changes in law, technology, or how we use cookies. Updates will always be posted here with a revised “last updated” date.

9. Contact us

If you have any questions about how we use cookies, please contact us:

Fardella & Bell Estate Agents

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Phone: 01282 968668