



# COOKIE POLICY

Last Updated: 09<sup>th</sup> June 2025

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

**Strictly necessary cookies.** These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services. You can switch off these cookies in your browser settings but you may then not be able to access all or parts of our website.

**Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

**Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title Cookie Name	Purpose	More information
Clicky Website Analytics _jsuid cd_optout_accountkey _first_pageview _heatmaps_g2g_[site_id] _referrer_og _utm_og _custom_data_[key] _no_tracky_[site_id] aff	Cookie that is used by Clicky Analytics to monitor how visitors browse the website anonymously – maximum duration – 1 year  Examples of purposes for which a cookie may be used:  This cookie enables us to:  (a) Estimate our audience size and understand how our website is used.  (b) Store information about your browsing preferences, and so allow us to customise our site and to provide you with offers that are targeted to your individual interests.  (c) Recognise you when you return to our site.	<a href="#"><u>Privacy policy / Clicky Website Analytics</u></a>

<p>Conversion Linker</p> <p>_gcl_aw, _gcl_dc, _gcl_gb</p>	<p>This cookie stores click data to measure conversions effective – maximum duration 1 day</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>(a) Store information about your browsing preferences, and so allow us to customise our site.</p> <p>(b) Recognise you when you return to our site.</p>	<p>Click here to read the privacy policy of the data processor</p> <p><a href="https://business.safety.google/privacy/?hl=en">https://business.safety.google/privacy/?hl=en</a></p> <p>Click here to read the cookie policy of the data processor</p> <p><a href="https://policies.google.com/technologies/cookies?hl=en">https://policies.google.com/technologies/cookies?hl=en</a></p>
<p>Google Analytics</p> <p>__utmb</p> <p>_ga</p> <p>_gid</p> <p>__utma</p> <p>__utmz</p> <p>IDE</p> <p>CONSENT</p> <p>__utmt</p> <p>_gat</p> <p>__utmc</p> <p>FPID</p> <p>FPLC</p>	<p>This is a web analytics service. With this, the user can measure the advertising return on investment "ROI" as well as track user behaviour with flash, video, websites and applications.- Maximum retention 2 two years</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>(a) Estimate our audience size and understand how our website it used.</p> <p>(b) Store information about your browsing preferences, and so allow us to customise our site and to provide you with offers that are targeted to your individual interests.</p> <p>(c) Recognise you when you return to our site.</p>	<p>Click here to read the privacy policy of the data processor</p> <p><a href="https://business.safety.google/privacy/?hl=en">https://business.safety.google/privacy/?hl=en</a></p> <p>Click here to read the cookie policy of the data processor</p> <p><a href="https://policies.google.com/technologies/cookies?hl=en">https://policies.google.com/technologies/cookies?hl=en</a></p>
<p>Adobe Fonts</p>	<p>This is a font service. It provides access to a font library - The data will be deleted as soon as they are no longer needed for the processing purposes.</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>(a) Estimate how long our audience takes to download fonts.</p>	<p>Click here to read the privacy policy of the data processor</p> <p><a href="https://www.adobe.com/privacy/policies/adobe-fonts.html">https://www.adobe.com/privacy/policies/adobe-fonts.html</a></p> <p>Click here to read the cookie policy of the data processor</p> <p><a href="https://www.adobe.com/privacy/cookies.html">https://www.adobe.com/privacy/cookies.html</a></p>

<p>Google Maps</p> <p>NID</p>	<p>This is an integrated map service.</p> <p>Maximum retention: 6 Months.</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us:</p> <p>(a) Store information about your browsing preferences, and so allow us to customise our site and to provide you with offers that are targeted to your individual interests.</p> <p>(b) Recognise you when you return to our site.</p> <p>(c) Allow you to use our site in a way that makes your browsing experience more convenient.</p>	<p>Click here to read the privacy policy of the data processor</p> <p><a href="https://business.safety.google/privacy/">https://business.safety.google/privacy/</a></p> <p>Click here to read the cookie policy of the data processor</p> <p><a href="https://policies.google.com/technologies/cookies">https://policies.google.com/technologies/cookies</a></p>
<p>Cloudfare</p> <p>__cf_bm</p> <p>cf_clearance</p> <p>_cfuvid</p> <p>cf_chl_cc_XXX, cf_chl_rc_i,</p> <p>cf_chl_rc_ni</p> <p>__cflb</p>	<p>This is a service providing increased security and performance for websites – maximum retention – 7 days.</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>(a) Provide a bot protection solution to help detect malicious visitors and minimise the blocking of legitimate visitors.</p> <p>(b) Store information and remember users who have passed validation and allows entry onto our website and website forms.</p> <p>(c) Speed up your entry on our website forms.</p>	<p>Click here to read the privacy policy of the data processor</p> <p><a href="https://www.cloudflare.com/privacypolicy/">https://www.cloudflare.com/privacypolicy/</a></p> <p>Click here to read the cookie policy of the data processor</p> <p><a href="https://www.cloudflare.com/cookie-policy/">https://www.cloudflare.com/cookie-policy/</a></p>
<p>Google Fonts</p>	<p>This service is a collection of fonts for commercial purposes –</p> <p>retention period - The data will be deleted as soon as they are no longer needed for the processing purposes</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>(a) Use a vast library of open-source fonts for us on our website.</p>	

<p>Google Tag Manager</p>	<p>This is a tag management system. Via Google Tag Manager, tags can be integrated centrally via a user interface. Tags are small sections of code that can track activities. Script codes of other tools are integrated via the Google Tag Manager. The Tag Manager allows to control when a particular tag is triggered.</p> <p>Retention: The data will be deleted as soon as they are no longer needed for the processing purposes.</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>a) Facilitate the management and deployment of various website tags and code snippets. These tags are used for the purpose of website analytics and tracking user interactions (e.g., clicks, page views, form submissions). While GTM itself does not set cookies or collect personal data, it enables the firing of other tags that may do so based on your cookie consent preferences. We configure GTM to respect your choices regarding cookies.</p>	<p>Click here to read the privacy policy of the data processor <a href="https://business.safety.google/privacy/?hl=en">https://business.safety.google/privacy/?hl=en</a></p> <p>Click here to read the cookie policy of the data processor <a href="https://policies.google.com/technologies/cookies?hl=en">https://policies.google.com/technologies/cookies?hl=en</a></p>
<p>Vimeo</p> <p>muxData</p> <p>has_loggend_in</p> <p>vuid</p> <p>player</p> <p>is_logged_in</p>	<p>This is a service for displaying video content.</p> <p>Retention: Maximum age of cookie storage is 2 years.</p> <p>Examples of purposes for which a cookie may be used:</p> <p>This cookie enables us to:</p> <p>a) Allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to view our video content. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits, provided the cookie was not deleted in the interim.</p>	<p>Click here to read the privacy policy of the data processor <a href="https://vimeo.com/privacy">https://vimeo.com/privacy</a></p> <p>Click here to read the cookie policy of the data processor <a href="https://vimeo.com/cookie_policy">https://vimeo.com/cookie_policy</a></p>

Usercentrics Consent Management Platform ucString ucData	<p>This is a consent management service.</p> <p>Retention: The consent data (given consent and revocation of consent) are stored for one year.</p> <p>This cookie enables us to:</p> <p>a) comply with our legal obligations regarding consent storage.</p>	<p>Click here to read the privacy policy of the data processor <a href="https://usercentrics.com/privacy-policy/">https://usercentrics.com/privacy-policy/</a></p>
gstatic.com	<p>This is a domain used by Google to off-load static content to a different domain name in an effort to reduce bandwidth usage.</p> <p>This cookie enables us to:</p> <p>a) Increase network performance to the end user.</p> <p>b) Reduce bandwidth usage.</p>	<p>Click here to read the privacy policy of the data processor <a href="http://www.google.com/intl/de/policies/privacy/">http://www.google.com/intl/de/policies/privacy/</a></p> <p>Click here to read the cookie policy of the data processor <a href="https://policies.google.com/technologies/cookies?hl=en">https://policies.google.com/technologies/cookies?hl=en</a></p>

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

### Google Analytics

To deactivate the use of third-party advertising cookies, you may visit the relevant consumer page to manage the use of these types of cookies [include link to consent management solution].

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

## Choices about cookies

You can choose which analytical, functionality and marketing cookies we can set by clicking on the button(s):

Essential cookies **ALWAYS ACTIVE**

Marketing cookies **OFF**

Functionality cookies **OFF**

You can also choose to “Save Settings” in the cookie banner.

However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

If you have any questions or concerns about our use of cookies, please send us an email at [dataprotection@unitedstorage.co.uk](mailto:dataprotection@unitedstorage.co.uk)