

COOKIE POLICY

Welcome to the Wireless CCTV Limited (**WCCTV**, **we**, **us** or **our**) Cookie Policy.

This policy is intended to inform you how we use “cookies” and similar technologies on our website at <https://www.wcctv.co.uk> and <https://www.wcctv.co.uk> (**Sites**) and to assist you in making informed decisions when using our Site. Please take a moment to read and understand this Cookie Policy. This Cookie Policy should also be read in conjunction with our [Privacy Policy](#) and our [Terms of Use](#).

What are cookies?

Cookies and similar technologies are very small text documents or pieces of code, which often include an anonymous unique identifier. When you visit a website or use a mobile application, a computer asks your computer or mobile device for permission to store this file on your computer or mobile device and access information from it. Information gathered through cookies and similar technologies may include the date and time of visits and how you are using the particular website or mobile application.

For more details on cookies and similar technologies, please visit [All About Cookies](#). For the purposes of the remaining sections of this Cookie Policy, we will refer to all technologies using the above features as “cookies”.

How long do cookies last?

All cookies have expiration dates that determine how long they stay in your browser:

- *Session Cookies* – these are temporary cookies that expire (and are automatically erased) whenever you close your browser.
- *Persistent Cookies* – these usually have an expiration date and so stay in your browser until they expire, or until you manually delete them.

Cookies used on our Site

We use the following types of cookies on our Site:

- **Strictly necessary cookies.** These cookies are essential for you to browse our Sites and use its features.
- **Performance cookies.** These cookies collect information about how you use our Sites. This data may be used to help optimise our Site and make it easier for you to navigate.
- **Functional cookies.** These cookies allow our Sites to remember the choices you make while browsing and personalise your experience. We may store your geographic location in a cookie for instance, to ensure that we show you the Sites relevant to your area.

- Analytics cookies.** We use analytics cookies, like those offered by Google Analytics, to help us understand things like how long a visitor stays on our Sites, what pages they find most useful, and how they arrived at the Sites. To learn more about Google Analytics and your data, visit this Google webpage - <https://support.google.com/analytics/answer/6004245>
- IP address tracking.** We use a number of IP tracking tools on our Sites to measure performance and inform strategic business decisions. These tools include Lead Forensics and Hotjar. To find out more about these tools, and how they comply with the Data Protection Legislation, visit the following links:
 Lead Forensics: <https://blog.leadforensics.com/how-lead-forensics-complies-with-gdpr> Hotjar: <https://www.hotjar.com/legal/compliance/gdpr-commitment>

The table below sets out more information about the individual cookies we may use on our Sites and the purposes for which they are used.

Cookie Name	1 st Party or 3 rd Party cookie	Cookie Type	Purpose	Duration
Google Analytics	3 rd Party	Analytics	Tracks website usage and performance, providing insights to improve user experience.	Up to 2 years
Lead Forensics	3 rd Party	IP Tracking/ Analytics	Identifies company names and details based on visitors' IP addresses for B2B lead generation.	Up to 1 year
Webeo	3 rd Party	Functional /Analytics	Personalizes website experience by dynamically changing content based on user behaviour.	Session or longer, depending on configuration
Hotjar	3 rd Party	Analytics/ Performance	Tracks user interactions (heatmaps, session recordings) to improve usability and identify issues.	Up to 1 year
What Converts	3 rd Party	Analytics/ Functional	Tracks form submissions, calls, and chat conversions to measure marketing campaign success.	Up to 2 years

CONSENT TO USE COOKIES

Non-essential Cookies – We may only store and access non-essential cookies on your device with your permission. You are not obliged to give consent to our use of non-essential cookies. Further, if you give your consent and then change your mind you can block or delete them (see below).



Essential Cookies – Please note that we do not need your consent to store and access essential cookies on your device, although you may be able to still block or delete them (see below).

REFUSING, BLOCKING AND DELETING COOKIES

You can block the use of cookies altogether by activating the relevant settings in your browser. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

Please be aware that in order to use some parts of our Sites you will need to allow certain essential or functional cookies. If you subsequently block or delete those cookies, some aspects of our Sites may not work properly, and you may not be able to access all or part of our Sites.

Managing cookies

You may, at any time, prevent the setting of cookies through our Sites by changing your settings in our Cookie preference center.

Please note that we may update and amend this policy from time to time and any changes will be posted on the Sites. We will notify you of any significant changes to how we use cookies by updating this Cookie Policy.

If you have any questions in relation to this Cookie Policy, please contact privacy@wcctv.com.