

# Facility Apps Limited Cookie Policy

Effective Date: 17/03/2025

## 1. Introduction

Facility Apps Limited ("we", "us", "our") uses cookies and similar tracking technologies on our website [www.facilityapps.co.uk](http://www.facilityapps.co.uk). This Cookie Policy explains what cookies are, how we use them, and your choices regarding their use.

For more information on how we handle your personal data, please refer to our [Privacy Policy](#).

## 2. What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website. They help websites remember user preferences, improve functionality, and analyse site traffic.

Cookies can be **session cookies** (deleted when you close your browser) or **persistent cookies** (remain stored on your device until deleted or expire automatically).

## 3. Types of Cookies We Use

We use the following types of cookies on our website:

### Essential Cookies

- These cookies are necessary for the website to function properly and cannot be disabled.
- Examples:
  - Authentication cookies (keep you logged in securely)
  - Security cookies (prevent fraudulent activity)
  - Site navigation cookies (enable core website functionality)

### Performance and Analytics Cookies

- These cookies help us understand how visitors interact with our website by collecting anonymous data.
- Examples:
  - Google Analytics (tracks visitor behaviour and website traffic trends)
  - HubSpot Analytics (tracks website interactions, form submissions, and visitor insights)
  - Heatmaps (understand where users click on our site)
- These cookies do not collect personally identifiable information.

## Functionality Cookies

- These cookies allow the website to remember choices you make (such as language preferences) to provide an enhanced user experience.
- HubSpot functionality cookies help personalise content and remember previous interactions with our services.

## Advertising and Targeting Cookies

- These cookies are used to deliver relevant advertisements and track marketing campaign performance.
- Examples:
  - Google Ads (tracks conversions from our ads)
  - Facebook Pixel (helps us retarget website visitors with relevant ads)
  - HubSpot Tracking (used for marketing automation, lead tracking, and targeted email campaigns)
- These cookies may track users across different websites and services.

## 4. Third-Party Cookies

Some cookies on our website may be placed by third-party services we use, such as:

- Google Analytics
- Google Ads
- Facebook Pixel
- LinkedIn Insights
- **HubSpot CRM and Marketing Automation** (used for contact tracking, lead generation, and engagement analytics)

These third parties may use cookies to track user behaviour across different websites. You can review their respective privacy policies for more information.

## 5. How to Manage Cookies

You have the right to control how cookies are used on your device. You can:

- **Adjust your browser settings** to block or delete cookies.
- **Use the cookie consent banner** on our website to manage your preferences.
- **Opt out of third-party tracking** using tools like [Google Ads Preferences](#), [HubSpot Cookie Management](#), and [Your Online Choices](#).

Please note that disabling certain cookies may affect the functionality of our website, including lead tracking and personalised interactions.

## **6. Changes to This Cookie Policy**

We may update this policy from time to time. Any changes will be posted on this page with an updated effective date.

For any questions regarding this Cookie Policy, please contact us at:

**Email:** [hello@facilityapps.co.uk](mailto:hello@facilityapps.co.uk)

**Phone:** 01772 504431

**Last Updated:** 17/03/2025