

## Cookie Policy (Website)

### 1. Introduction

This Cookie Policy explains how **SWM & Waste Recycling Limited** uses cookies and similar technologies on its website, what they are used for, and how users can control their use.

This policy should be read alongside our **Website Privacy Notice**.

### 2. What Are Cookies?

Cookies are small text files placed on your computer, tablet, or mobile device when you visit a website. Cookies help websites function correctly, improve user experience, and provide information about how the website is used.

### 3. Types of Cookies We Use

#### Strictly Necessary Cookies

Strictly necessary cookies are essential for the operation of this website. They enable core functionality such as page navigation and access to secure areas of the website.

These cookies do not require user consent and are always active.

#### Analytics Cookies (Privacy-Friendly Configuration)

This website may use analytics cookies to understand how visitors interact with the site and to help improve performance and content.

Where analytics cookies are used:

- Data is collected in an **aggregated and anonymised format**
- IP addresses are anonymised or truncated
- Data is used solely for **statistical and performance monitoring purposes**
- Analytics data is **not used for advertising or cross-site tracking**
- Information collected does **not directly identify individuals**

Analytics cookies are configured to minimise privacy impact and are used in line with applicable data protection and e-privacy legislation.

#### Third-Party Cookies

In limited circumstances, third-party cookies may be placed on your device when you interact with:

- Embedded third-party content
- Sponsored or referral links

These cookies are typically used for referral or conversion measurement and generally expire after a defined period.

SWM & Waste Recycling Limited does not control the operation of these cookies, and their use is governed by the relevant third party's privacy and cookie policies.

#### 4. Consent and Lawful Use of Cookies

This website does not use a cookie preference or adjustment tool.

To ensure compliance:

- Only **strictly necessary cookies** are essential for website operation
- Any analytics cookies used are configured to be **low-intrusion and privacy-focused**
- No cookies are knowingly used for behavioural advertising or profiling

By continuing to use this website, users acknowledge the use of cookies as described in this policy. Users remain in control of cookies through their browser settings.

#### 5. Managing Cookies via Browser Settings

You can manage or disable cookies through your web browser settings. Most browsers allow you to:

- View stored cookies
- Delete existing cookies
- Block cookies from specific or all websites

Please note that disabling cookies may affect website functionality.

Information on managing cookies can be found through your browser provider's help pages.

#### 6. Cookie Retention

Cookies are stored for different lengths of time depending on their purpose:

- Session cookies are deleted when you close your browser
- Persistent cookies remain on your device until they expire or are deleted manually

#### 7. Changes to This Policy

This Cookie Policy may be updated from time to time to reflect changes in legislation, technology, or website functionality. Any updates will be published on this page.

## **8. Contact Information**

If you have any questions about this Cookie Policy, please contact:

**SWM & Waste Recycling Limited**  
Email: [info@swmrecycling.co.uk](mailto:info@swmrecycling.co.uk)