

**Cookies Policy**

**Hill and Co. Virtual Solutions Ltd**  
Company Number: 15983472  
**Effective Date:** 06/11/2024

1. **Introduction**  
   This Cookies Policy explains how Hill and Co. Virtual Solutions Ltd ("we", "us", "our") uses cookies and similar tracking technologies on our website. By visiting and using our website, you agree to the use of cookies in accordance with this policy.
2. **What Are Cookies?**  
   Cookies are small files that are downloaded to your device when you visit a website. They help the website remember information about your visit, making it easier to use the site and enhancing your experience. Cookies may store information about your preferences, login status, and device to provide a more tailored browsing experience.
3. **Types of Cookies We Use**  
   We use the following types of cookies on our website:

* **Strictly Necessary Cookies**: These cookies are essential for the basic functions of the website, such as page navigation and accessing secure areas. Without these cookies, the website may not perform as expected.
* **Performance Cookies**: These cookies collect information about how visitors use our website, such as which pages are most frequently visited. This data helps us improve the performance and usability of our website. Performance cookies do not identify individual users.
* **Functionality Cookies**: These cookies remember choices you make on our website, such as your preferred language or region. They provide enhanced and personalised features but are not essential to the website's core functionality.
* **Targeting/Advertising Cookies**: These cookies are used to deliver relevant advertisements and track the effectiveness of our advertising campaigns. They may collect data about your browsing habits and allow us to show ads tailored to your interests. These cookies are often placed by third-party advertising networks with our permission.

1. **Why We Use Cookies**  
   We use cookies to enhance your experience on our website. The purposes for which we use cookies include:

* **Ensuring Website Functionality**: Enabling essential website features and functionality.
* **Improving Website Performance**: Understanding how visitors use our site to improve its structure and content.
* **Personalising Your Experience**: Remembering your preferences for a more customised browsing experience.
* **Targeted Advertising**: Delivering relevant advertising content to you and tracking the effectiveness of our ads.

1. **Managing Your Cookie Preferences**  
   You have the right to control and manage your cookie preferences. Most web browsers automatically accept cookies, but you can modify your browser settings to decline cookies if you prefer. Please be aware that disabling cookies may affect the functionality of our website and limit your user experience.

To manage cookies in your browser, follow these instructions for popular browsers:

* **Google Chrome**: Chrome Cookie Settings
* **Mozilla Firefox**: Firefox Cookie Settings
* **Safari**: Safari Cookie Settings
* **Microsoft Edge**: Edge Cookie Settings

You can also manage your cookie preferences directly on our website by accessing our Cookie Consent tool, which allows you to accept or decline specific categories of cookies.

1. **Third-Party Cookies**  
   We may use third-party cookies from trusted partners to provide analytics and advertising services. These third-party providers may collect information about your online activities across different websites and use it to deliver personalised content or ads. We encourage you to review the privacy and cookie policies of these third-party providers for more information on how they handle your data.

Examples of third-party services we may use include:

* **Google Analytics**: To understand website traffic and usage patterns.
* **Facebook Pixel**: To track the effectiveness of our social media advertising campaigns.

1. **Changes to This Cookies Policy**  
   We may update this Cookies Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of significant updates by posting the revised policy on our website with an updated "Effective Date." Your continued use of our website after the Effective Date signifies your acceptance of the updated Cookies Policy.
2. **Contact Us**  
   If you have any questions or concerns about this Cookies Policy or our use of cookies, please contact us at:

Hill and Co. Virtual Solutions Ltd  
Email: lauren@hillandcovirtualsolutions.co.uk  
Phone: 07507846020  
Address: Station Road, Accrington BB5 6LS