

Cookie Policy

1. Introduction

This Cookie Policy explains how Dyaco UK Ltd ("Dyaco UK", "we", "us", or "our") uses cookies and similar technologies on our website. It supports our Privacy Policy and provides information about the types of cookies we use, why we use them, and how you can manage your preferences.

This policy applies to visitors of our website in the United Kingdom and is intended to comply with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR).

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. They are widely used to make websites work more efficiently and to provide information to the website owner.

Some cookies are essential for the operation of our website, while others help us to understand how visitors interact with our content or allow us to deliver tailored marketing.

3. Types of Cookies We Use

We use the following types of cookies:

a) Strictly Necessary Cookies

These cookies are essential for the website to function properly. They enable core features such as page navigation, secure areas, and order processing. These cookies do not require your consent.

b) Performance and Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting and reporting anonymous information. We use tools like **Google Analytics** to track metrics such as page views, session duration, and referral sources.

c) Functionality Cookies

These cookies allow the website to remember your preferences (such as language or region) and provide enhanced functionality. These may be set by us or third-party providers whose services we use.



d) Targeting and Advertising Cookies

These cookies may be set through our site by our advertising partners (such as **Google Ads** or **LinkedIn Ads**). They may be used to build a profile of your interests and show you relevant advertisements on other sites. They do not store directly identifiable information but are based on uniquely identifying your browser and device.

4. Cookies We May Use

Below are examples of specific cookies and tools we may use:

- **Google Analytics** – for tracking website usage and visitor behavior
- **Meta Pixel (Facebook Pixel)** – for measuring ad conversions and targeting users
- **LinkedIn Insight Tag** – for B2B marketing and retargeting
- **HubSpot** – for tracking user interaction with our contact forms, emails, and CRM

5. How We Use Cookies

We use cookies to:

- Ensure our website functions as intended
- Improve user experience and performance
- Analyse traffic and user behavior
- Track marketing effectiveness and conversions
- Deliver relevant ads to business users based on interests and previous interactions

6. Consent and Cookie Management

On your first visit to our website, you will see a cookie banner asking you to accept or manage cookies. You can:

- Accept all cookies
- Reject non-essential cookies
- Customize your preferences

You can change or withdraw your consent at any time via the cookie banner or your browser settings.

To disable cookies via your browser, visit:

- Google Chrome
- Mozilla Firefox
- Microsoft Edge



- Safari

Please note that disabling some cookies may impact the functionality of the website.

7. Third-Party Cookies

Some cookies may be set by third-party services embedded on our website. We do not control these cookies. These services include:

- Social media platforms (e.g., LinkedIn, Facebook)
- Embedded content (e.g., YouTube videos, product demos)

We recommend reviewing the cookie policies of these third parties for more information.

8. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in legal requirements or our use of cookies. Any changes will be posted on this page with a revised "Last updated" date.

9. Contact Us

If you have any questions about our use of cookies, please contact: **Dyaco UK Ltd**
Unit 5 Mill Square
Featherstone Road
Wolverton Mill South
Milton Keynes, MK12 5ZD
Email: info@dyaco.co.uk

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