



# Cookie Policy

## Charlotte Wall Counselling

Website: [charlottewallcounselling.co.uk](http://charlottewallcounselling.co.uk) | Last updated: 3 July 2026

This policy explains how Charlotte Wall Counselling uses cookies and similar technologies on its website, and how visitors can manage their choices.

Charlotte Wall Counselling, Unit 14D, Moss End Garden Village, Maidenhead Road, Warfield, Bracknell, RG42 6EJ  
07706 705 233 | [info@charlottewallcounselling.com](mailto:info@charlottewallcounselling.com)

## 1. Who we are

This website is operated by Charlotte Wall Counselling. For this policy, “we”, “us” and “our” means Charlotte Wall Counselling.

Contact details: Charlotte Wall Counselling, Unit 14D, Moss End Garden Village, Maidenhead Road, Warfield, Bracknell, RG42 6EJ. Telephone: 07706 705 233. Email: [info@charlottewallcounselling.com](mailto:info@charlottewallcounselling.com).

## 2. What this policy covers

This Cookie Policy explains how we use cookies and similar technologies on [charlottewallcounselling.co.uk](http://charlottewallcounselling.co.uk). Similar technologies include pixels, tags, scripts, local storage and any technology that stores information on, or accesses information from, a visitor’s device.

This policy should be read alongside our Privacy Policy, which explains how we collect and use personal information more generally.

## 3. What cookies are

Cookies are small text files placed on your computer, tablet, phone or other device when you visit a website. They can help a website work properly, remember choices you have made, improve security, measure how visitors use the site, or support third-party features such as maps, videos and social media content.

Cookies can be “session cookies”, which are deleted when you close your browser, or “persistent cookies”, which remain for a set period unless you delete them sooner.

## 4. The law that applies

In the UK, cookies and similar technologies are mainly governed by the Privacy and Electronic Communications Regulations 2003, often called PECR. Where the use of cookies involves personal data, the UK General Data Protection Regulation and the Data Protection Act 2018 also apply.

Under PECR, we must give visitors clear and comprehensive information about cookies and similar technologies, including what they do, who provides them and how long they last. Unless an exception applies, we must obtain consent before storing information on, or accessing information from, a visitor’s device.

Where consent is required, it must be freely given, specific, informed and unambiguous. It must involve a clear positive action, and it must be as easy to refuse or withdraw consent as it is to give it. Continuing to browse the site, silence, inactivity or pre-ticked boxes do not amount to valid consent.

## 5. When consent is not required

Some cookies and similar technologies may be used without consent where they fall within an exception. The most relevant exceptions for a website like this are:

- communications cookies, used solely to transmit a communication over an electronic communications network;
- strictly necessary cookies, where the technology is essential to provide a service requested by the visitor, such as security, page delivery or remembering cookie choices;
- statistical/analytics technologies, where the sole purpose is to collect statistical information to improve the website and visitors are given clear information and a simple, free way to object; and
- appearance or functionality technologies, where the purpose is to adapt how the website appears or functions in line with a visitor’s preference and visitors are given clear information and, where required, a simple way to object.

If a cookie or similar technology is used for more than one purpose, and any purpose falls outside an exception, we will treat it as requiring consent unless we have confirmed that the full use remains exempt.

## 6. Cookies and similar technologies we use

The exact cookies used on the site may change if the website platform, plugins or third-party services are updated. The categories below explain the types of technology we may use and how we approach consent.

### 6.1 Strictly necessary cookies

These are needed for the website to work safely and reliably. They may be used to deliver pages, protect the site, prevent spam, remember cookie preferences or support basic website functions requested by the visitor. These cookies do not require consent, but we still provide information about them.

### 6.2 Analytics and statistical cookies

Analytics technologies help us understand how people use the website, such as which pages are visited and whether visitors can find information easily. Where analytics are used only for statistical purposes, are configured in a privacy-respecting way, are not used for advertising or profiling, and visitors are given clear information and a simple way to object, they may fall within the statistical purposes exception. Where these conditions are not met, we will ask for consent before setting analytics cookies.

### 6.3 Functionality and appearance cookies

These may remember choices a visitor makes, such as display or accessibility preferences. If used only to adapt the website in line with a visitor's preference, they may fall within the appearance exception. If used for any additional purpose, or in a way that goes beyond the exception, we will ask for consent.

### 6.4 Embedded content and third-party services

Some pages may include links to, or content from, third-party services such as maps, videos, professional directories or social media platforms. These third parties may use their own cookies or similar technologies when their content loads or when you interact with it. Where possible, we configure embedded content in the most privacy-preserving way and, where consent is needed, we ask before the content or tracking technology loads.

### 6.5 Marketing and advertising cookies

We do not use advertising or remarketing cookies unless they are clearly identified and consent has been obtained first. If any advertising, social media tracking or profiling technology is added in future, it will be disabled by default and will only be used after a visitor chooses to allow it.

## 7. Cookie register

Category	Cookie or technology	Provider	Purpose	Duration	Consent/choice
Essential	Website security, page delivery and session technologies	Charlotte Wall Counselling / website host / security tools	To keep the website secure, deliver pages, prevent technical faults and support basic website functions.	30 days	No consent required where strictly necessary.
Essential	Cookie preference technology	Charlotte Wall Counselling / cookie consent tool.	To remember whether a visitor accepted, rejected or customised cookie choices.	30 days	No consent required where used only to remember the visitor's choice.
Essential / security	Contact form anti-spam or security checks	Website form/security provider.	To protect contact forms and reduce spam or misuse.	30 days	No consent required where necessary for security or fraud prevention. Consent is required to track visitors for non-exempt purposes.
Analytics / statistical	Website analytics cookies or scripts.	Google Analytics	To understand visitor numbers, pages viewed and general website performance so the site can be improved.	60 days	Consent required unless configured to meet the statistical purposes exception. Visitors may object.
Functionality / appearance	Preference or appearance cookies, if enabled	Ally Accessibility	To remember display or functionality choices requested by the visitor.	Per Session	Required, objection route is provided.
Third-party content	Embedded maps, videos, directories or social media content.	Third-party provider, to be confirmed	To display or enable third-party content and features.	Set by the relevant third party	Consent required
Marketing / advertising	Advertising, retargeting or social media tracking cookies.	Relevant advertising or social media provider. Meta or LinkedIn.	To track visitors for advertising, remarketing, profiling or campaign measurement.	60 days	Prior consent required. Disabled by default.

## 8. How we ask for consent

Where consent is required, our cookie banner or preference tool should allow visitors to accept, reject or customise non-essential cookies before those cookies are set. Non-essential cookies should be switched off by default unless and until the visitor actively chooses to allow them.

The banner or preference tool should include clear options, such as "Accept all", "Reject all" and "Manage choices", with the reject option no harder to use than the accept option. Visitors should be able to change their choices later using a visible "Cookie settings" or similar link on the website.

## 9. How to change your cookie choices

You can change your cookie choices at any time by using the cookie settings link or button on our website, where available. You can also block or delete cookies through your browser settings. The method depends on the browser you use, so please check your browser's help section for instructions.

Blocking all cookies may affect how some parts of the website work. Essential cookies cannot usually be switched off through our website because they are needed to provide the service you have requested, but you may be able to block them in your browser.

## 10. Third-party websites

Our website may link to external websites, professional directories, social media pages or other third-party services. We are not responsible for the cookies or privacy practices of those third-party websites. Please review their own privacy and cookie information before using them.

## 11. Changes to this policy

We may update this Cookie Policy if the law changes, if ICO guidance changes, or if we change the cookies, plugins, analytics tools or third-party services used on the website. The “Last updated” date at the top of this policy shows when it was last reviewed.

## 12. Contact

For questions about this Cookie Policy or how we use cookies, please contact Charlotte Wall Counselling by email at [info@charlottewallcounselling.com](mailto:info@charlottewallcounselling.com) or by telephone on 07706 705 233.

## Website owner publication checklist

This section is not intended to be published as part of the public Cookie Policy unless you want to keep it for transparency. It is included to help ensure the website implementation matches the policy wording.

- Run a live cookie scan in a fresh browser before publishing. Check the site before consent, after “reject”, and after “accept”.
- Complete the cookie register with exact cookie names, providers, purposes and durations. The public policy must match the technologies actually used on the live site.
- Use a consent banner that offers “Accept all”, “Reject all” and “Manage choices” with equal prominence for non-essential cookies.
- Do not use wording such as “by continuing to use this website you agree to cookies” for non-essential cookies.
- Make sure analytics, advertising, social media tracking, Google Maps, embedded videos and similar third-party technologies do not load before consent unless a valid exception or just-in-time feature choice applies.
- Provide a visible “Cookie settings” link so visitors can withdraw or change consent as easily as they gave it.
- If relying on the statistical purposes exception for analytics, make sure the analytics are used solely for statistics to improve the site, are not used for advertising/profiling, and visitors have a simple, free way to object.
- Refresh the policy and consent request if new third parties, new purposes or new tracking technologies are added.
- Do not repeatedly ask visitors to consent after they have rejected non-essential cookies. Consider an appropriate refresh period; ICO guidance gives six months as a general guideline for asking again after refusal.
- Review the separate Privacy Policy too, so the website address, practice address and data-use wording are up to date and consistent with this Cookie Policy.

### Sources checked for this draft

This draft has been prepared using the ICO’s current guidance on storage and access technologies, PECR and UK GDPR consent requirements, including the finalised ICO guidance published on 29 April 2026. It is not a substitute for advice from a qualified legal professional.