

Cookie Policy

Watch My Pony | Heath Technologies Limited | Last updated: [insert date]

1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They help websites work, remember preferences, understand how people use the site and, in some cases, support marketing or advertising.

Similar technologies may include pixels, tags, scripts, local storage, SDKs and other tools that store or access information on your device.

2. How we use cookies

- make the website and app work properly;
- keep you logged in;
- protect accounts and improve security;
- remember your preferences;
- understand how visitors use our website;
- improve performance and usability;
- measure enquiries, plan builder usage and page performance;
- support marketing, if enabled.

3. Types of cookies we use

Strictly necessary cookies

These cookies are needed for the website or app to work. They may support page loading, security, account login, form submission, plan builder functionality, shopping or payment flows. You cannot usually turn these off through our cookie banner because the service cannot work properly without them.

Preference cookies

These cookies help remember choices you make, such as cookie settings, display preferences or form progress.

Analytics cookies

These cookies help us understand how people use our website, which pages are visited, how the plan builder is used and where improvements may be needed. Where required by law, we will ask for your consent before setting analytics cookies.

Marketing cookies

These cookies may be used to measure advertising performance or show more relevant marketing. They may be set by us or by third-party services. We will ask for your consent before setting marketing cookies where required.

4. Cookies we may use

The exact cookies used may change depending on the tools active on our website. A typical cookie table should be completed once your website is live and your cookie scanner or Squarespace cookie settings show the exact cookies being used.

Cookie or tool	Type	Purpose	Duration
Essential website cookies	Strictly necessary	Helps the website load, operate securely and remember essential session information.	Session or short term
Account/session cookies	Strictly necessary	Keeps users logged in and protects account access.	Session or limited period
Cookie preference cookie	Strictly necessary or preference	Remembers your cookie choices.	Up to 12 months
Analytics tool, if enabled	Analytics	Helps us understand visits, page performance and how the website is used.	Varies
Marketing or advertising tool, if enabled	Marketing	Helps measure campaigns or provide relevant advertising.	Varies

Before publishing this policy, replace this table with the exact cookies and tools used by your Squarespace website, app and any analytics or marketing services.

5. Consent

When you first visit our website, we may show a cookie banner or cookie settings tool. Where cookies are not strictly necessary, we will ask for your consent before using them where required by law.

You should be able to accept, reject or manage optional cookies. You can change your preferences at any time using the cookie settings link on our website, where available.

6. How to control cookies

- using our cookie banner or cookie settings tool;
- changing your browser settings;
- deleting cookies from your device;
- blocking some or all cookies in your browser.

If you block all cookies, some parts of the website, app, login area, plan builder or support features may not work properly.

7. Third-party cookies

Some cookies may be set by third-party services we use, such as analytics providers, payment processors, embedded tools, support tools or marketing platforms.

Those third parties may process information according to their own privacy and cookie policies. We recommend reviewing the policies of any third-party services shown in your cookie settings.

8. Squarespace cookies

If our website is hosted or built using Squarespace, Squarespace may set cookies or similar technologies to provide website functionality, security, analytics, performance and visitor tools.

The exact cookies may depend on the Squarespace features, settings and integrations enabled on the website.

9. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in cookies, website features, analytics tools, marketing tools, legal requirements or business practices. The latest version will be posted on our website.

10. Contact us

Email: contact@watchmypony.co.uk

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