

Lifetime Electrical Services Ltd

Cookie Policy

In common with many other websites, we use small files called cookies to help provide you with the best possible online experience. The purpose of this cookie policy is to inform you about what cookies are, how we use them, and what you can do to control them. This policy relates to this website only.

Who are we?

We are Lifetime Electrical Services Ltd. Our contact details are as follows: Modern House, Summer Lane, Barnsley, South Yorkshire, England, S70 2NP, 01484 929003 or info@lifetimeelectrical.co.uk

We are a company who specialise in electrical services and the purpose of our website is to provide details of our services and information on how we can assist our users.

Please note that we may update this cookie policy at any time. Any changes we may make to our cookie policy in the future will be posted on this page. Please check back frequently to see any updates or changes made.

What are cookies?

A cookie is a small text file that is placed on your computer, tablet or smartphone by websites that you visit. They are generally used to make websites function, or function more efficiently. They can allow you to access information that, perhaps, is limited to you as a registered user, or to remember your preferences, or record what you have put in your shopping basket. They also provide information to those operating a website, for example counting the number of people looking at a website, where they come from, the type of browser/device they use.

We use cookies and similar technologies on this website to provide the user with a functional website, offer the user a more personalised browsing experience and remember preferences.

By using and browsing this website, you consent to cookies being used in accordance with our policy. If you do not consent, you must turn off cookies or refrain from using the site. You can turn off cookies in most browsers, but doing so may restrict your use of our website and/or delay or affect the way in which it operates.

Different browsers provide different means of configuring how cookies are handled. To find out more go to the appropriate web-based guidance page for your browser.

More information about cookies is available on the UK Information Commissioner's Office website: www.ico.org.uk.

Who sets these cookies?

Both first-party and third-party cookies are used on our website.

First-party cookies are cookies set by us and which enable the website to work as you might expect it to. They are also used to give us anonymised data about how our website is being used, the browser, the type of device accessing it and where, generally, the device is located.

Third-party cookies are set by others, but may also enable us to learn more about our visitors/customers, allowing us to provide a more personalised service, or in connection with advertising.

We will ask for your permission to place cookies or other similar on your device, except where it is essential for us to use them in order to provide you with a service that you have requested. Consent to the use of cookies may be withdrawn at any stage, but it is likely to affect your use of our website.

How do we use cookies?

We use cookies in a number of ways to improve your experience of using our website. These include:

- learning how you use our website;
- showing you content that is relevant to you;
- showing you products and services that are relevant to you.

The cookies that we use fall into six distinct groups.

- **Essential:** these cookies are necessary for the operation of our website, or essential to the provision of the services you have requested. These include, for example, cookies that allow you, as a subscriber to our services, to stay logged in to your account and to access information, sections of our website, or services not generally available to non-subscribers. If you block these cookies you will not be able to access these services (which you may have paid for).
- **Performance:** these cookies measure how often you visit our sites and how you use them. They also allow us to calculate the number of visitors to our website, see what those visitors do on our website, how long they spend on the website, and which links they click. These cookies help us to improve how our website works, and enable us to make changes so that users stay longer or return more often. If you block these cookies, we will not be able to improve our services as easily.
- **Targeting:** similar to performance cookies, these cookies tell us which pages you visit, and the links you follow, so that we can make our website more relevant to your interests. If you block these cookies, we will be unable to improve the experience our users get from our website.
- **Functionality:** these cookies make sure that you and your preferences are remembered when you return to our site. That means that you can store data that you wish to return to, complete logs as to what you have seen/used on the site, and generally allow us to provide

you with a more personalised experience. If you block these cookies you may have reduced functionality, or not be able to store personal preferences.

- **Advertising:** these collect information about your visit to our website, such as what you have looked at and the links you have followed, so that we can target our advertising at you, or exclude certain types of advertising that would not interest you. We can also gather information about your browser, device and your IP address. If you block these cookies, you may receive advertising that is not relevant to you.
- **Third party cookies:** these are used where we use third-party applications on our website to customise the services that we provide, or to provide an increased functionality. They may relate to the use of social media, or the use of another complementary service. If you block these cookies you may not be able to access the services that you want to use.

For how long do our cookies last?

The cookies we use last for different lengths of time. This depends upon the purpose for which they are used.

Session cookies are temporary cookies which are stored only until you leave the website, or you close your web browser.

Persistent cookies last for a fixed period of time, defined within the cookie, and allow the website to recognise the device again when the user returns to that website on that device.

Changes to this policy

This policy was published on 4th June 2024. We may change this policy from time to time.