

Arbor Neurorehabilitation Services Ltd's Cookie Policy

Hello there!

Thank you for checking out our cookie policy. We are committed to ensure our website and the use of cookies, complies with UK laws on privacy and data protection. This policy sets out the types of cookies we use, the exact cookies used on our website, whether we are using any third-party cookies, how you can control our use of cookies, what their expiry dates are and how you can get in contact with us for more information.

What are cookies?

Cookies are small files of information, usually containing letters and numbers, that websites store on your browser, or the hard drive of your computer. You must however agree to these cookies being stored for them to be stored on your device.

Our website needs to use these cookies so we can understand what works well with our website, and what we can do to improve. These cookies also allow us to distinguish you from other website visitors, helping us to provide you with a seamless experience on our site.

What type of cookies do you use?

We use the following cookie types:

Essential Cookies – These can also be known as Strictly Necessary Cookies, and they're very important for us to make sure our website runs as it should. As a result, these cookies are always automatically enabled, to make sure our website works sufficiently. Some examples of uses of essential cookies include the distribution of website traffic across multiple servers – without the website speed being affected.

Analytical Cookies – These can also be known as Performance Cookies, and they gather information about how website visitors use a website. These cookies help us to keep count of the number of visitors on our website, and also helps us to understand how these visitors use our website. This enables us to understand what works well on our website, and what doesn't work so well, so we can continuously improve the site for visitors.

Functionality Cookies – These make your experience on our website easier by remembering user preferences, and simplifying interactions. Some examples of what these cookies enable include remembering your language preferences and font sizes.

Advertising Cookies – These can also be known as Targeting Cookies. These cookies track your visits to our website, including the pages you visit, and any links you have followed from said pages. This information is then used to display adverts to you, based on what we have learned about your preferences from these cookies.

To provide you with the best, tailored browsing experience, we may share this information with third-parties, so they can display adverts based on what we know you like.

What exact cookies do you use on your website?

We've provided a detailed breakdown below of all the cookies we use on our website, and why we use them.

Name and Type of Cookie	Why do we use this?
'_ga' via the domain arbor-neuro.com – Analytical Cookie	This is a Google Analytics cookie, and it works by setting a unique ID to distinguish site visitors for analytical tracking. This allows us to track our website visitor's behaviour, including page visits and session duration. This cookie has a duration of 2 years.
'_ga_XGTSW9BW6B' via the domain arbor-neuro.com – Analytical Cookie	This Google Analytics 4 cookie is used to maintain session states on our website and also collects analytical data so we can understand what works well, and what requires improvement on our site. This cookie has a duration of 2 years.

Do you use any Third-Party Cookies?

Third party cookies are not set by us, but are set by other domains than the website you visit. These cookies are placed on website visitor's devices by third-party outlets. Common examples of these third-parties can include social media platforms, analytical providers, and advertising networks.

We have no control over the cookies third-parties use. We work with the following third-parties who may use the following cookies:

Name of Third-Party Cookie	Third-Party Provider	Why are these used?
'_GRECAPTCHA' via the domain www.google.com – Essential Cookie	Google	This cookie is used by Google reCAPTCHA to distinguish between human visitors to our site and bots. This helps to prevent spam and abuse, and is necessary for website security. This cookie has a duration of 6 months.
'NID' via the domain google.com – Functional Cookie	Google	This cookie stores user preferences for Google services so it can personalise ads based on what you like. This cookie has a duration of 6 months.

' __Secure-3PAPISID ' via the domain google.com – Advertising Cookie	Google	This cookie delivers targeted advertising based on your preferences whilst also enhancing security on our site. This cookie has a duration of 2 years.
' __Secure-3PSID ' via the domain google.com – Advertising Cookie	Google	Similarly to the above, this cookie helps with security measures and ad personalisation. This cookie has a duration of 2 years.
' __Secure-3PSIDCC ' via the domain google.com – Advertising Cookie	Google	This cookie again assists us with ad personalisation and security measures. This cookie has a duration of 1 year.
' __Secure-3PSIDTS ' via the domain google.com – Advertising Cookie	Google	As above, this cookie also works to provide personalised ads and to keep our site secure. This cookie has a duration of 1 year.

How can I control these cookies?

You are able to control your use of cookies on our website. You can do the following:

- Reject non-essential cookies
- Select certain cookies you wish to use, and reject other cookies

To decide which essential, analytical, functionality and targeting cookies our website sets, follow the below steps:

- **Click on the 'Cookie Setting' tab.**
- **Select or deselect the relevant cookies.**
- **Save your settings.**

You can select "Reject non-essential cookies" in our cookie banner.

You can also deactivate third-party cookies with your chosen browser. These steps vary slightly dependent on your browser choice, but more often than not can be located on the Settings page.

What is the Expiry Period for your cookies?

Not including our use of essential cookies, all cookies expire after **2 years**.

How do I ask you for more information?

If you'd like to learn more about our use of cookies, or if you have any questions, please get in touch with us on the following details:

- info@arbor-neuro.com

We will ensure we get back to you as soon as we can.