

COOKIE POLICY

ABOUT THIS COOKIE POLICY

This Cookie Policy explains how Bidwells LLP (“we”, “us”, “our”) uses cookies and similar technologies when you visit [Bidwells](#) or [Bidwells Investment Management](#) (the “Website”). It explains what these technologies are, why we use them, and the choices you have to control them.

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you use a website. Similar technologies include tools that store or access information on your device (for example, local storage or pixels).

WHY WE USE COOKIES (AND WHEN CONSENT IS REQUIRED)

We use cookies and similar technologies to:

- Make the Website work (for example, enabling core features and security);
- Remember your preferences (where you choose to save them);
- Understand how the Website is used so we can improve it (analytics);
- Support marketing by measuring campaigns and showing relevant content.

Under UK privacy rules, we must provide clear information about cookies and obtain your consent before placing or reading any cookies that are not strictly necessary for providing a service you have requested.

STRICTLY NECESSARY COOKIES

Strictly necessary cookies are essential to enable the Website to function and to provide the service you request (for example, enabling security, network management, or remembering items in a basket). These cookies do not require your consent.

We do not use “strictly necessary” as a catch-all category: cookies used for analytics, advertising, or non-essential personalisation are treated as non-essential and are only used where you have made the appropriate choice.

NON-ESSENTIAL COOKIES (YOUR CHOICES)

Where we use non-essential cookies (for example, analytics or marketing cookies), we will ask for your consent using our cookie banner. Consent must be a clear, positive action and we will not treat continued browsing as consent.

You can choose to:

- Accept all non-essential cookies;
- Reject all non-essential cookies; and/or
- Customise your choices by category.

We design our cookie banner so that it is as easy to reject non-essential cookies as it is to accept them, and we do not set non-essential cookies before you have had the opportunity to make a choice.

HOW TO CHANGE OR WITHDRAW CONSENT

You can change your cookie choices at any time by clicking the Cookie cog icon in the bottom left corner of our website(s).

Withdrawing consent will not affect the lawfulness of any processing carried out before you withdrew it, but it will stop any cookies in that category from being used going forward (subject to strictly necessary cookies).

You can also manage your cookie consent by visiting the privacy settings of your browser.

COOKIES WE USE (COOKIE REGISTER)

Our Cookie Register a list of the cookies and similar technologies used on this Website. This list is reviewed and updated every three months, and whenever we change the technologies on our Website (Note: some cookies are set by third parties who provide services on our Website).

Our Cookie Register can be found in Appendix 1: Cookie Register

THIRD-PARTY COOKIES AND SHARING

Some cookies may be placed by third-party services that appear on our pages (for example, embedded video, maps, analytics, or advertising technology). Third parties may use cookies or similar technologies in accordance with their own privacy and cookie policies. We provide information about these cookies in the register and in our cookie settings tool.

MANAGING COOKIES IN YOUR BROWSER

You can also control cookies through your browser settings (for example, by blocking or deleting cookies). If you block all cookies, some parts of the Website may not function properly, particularly strictly necessary features.

MORE INFORMATION (PRIVACY AND CONTACT)

For more information about how we use personal data, please see our [Privacy Notice](#).

If you have questions about this Cookie Policy or our use of cookies, contact:

GDPRinfo@bidwells.co.uk

UPDATES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons.

Amanda Hallo

Executive Director, Compliance & Risk

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APPENDIX 1: COOKIE REGISTER

Strictly necessary

These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our website and remember your consent preferences. You can switch off these cookies in your browser settings, but you may then not be able to access all or parts of our website.

Cookie ID	First/Third Party Provider	Domain	Duration (Session/ X Days)	Purpose/Description	Further Information
ARRAffinity	First (Microsoft Azure)	.homes.bidwells.co.uk	Session	Ensures requests from a user are routed to the same server (load balancing).	Microsoft Azure
ARRAffinitySameSite	First (Microsoft Azure)	.homes.bidwells.co.uk	Session	Same as ARRAffinity, with SameSite attribute for security.	Microsoft Azure
ai_session	First (Microsoft Application Insights)	homes.bidwells.co.uk	30 minutes	Identifies unique sessions for performance monitoring.	Microsoft
cf_bm	Third (Cloudflare)	.hubspot.com	30 minutes	Bot protection	Cloudflare
_cfuvid	Third (Cloudflare/Vimeo)	.hubspot.com / .vimeo.com	Session	Distinguishes users for security	Cloudflare
_hstc	First (HubSpot)	.bidwells.co.uk	6 months	Tracks visitors	HubSpot
hubspotutk	First (HubSpot)	.bidwells.co.uk	6 months	Tracks identity	HubSpot
_hssrc	First (HubSpot)	.bidwells.co.uk	Session	Browser restart detection	HubSpot
_hssc	First (HubSpot)	.bidwells.co.uk	30 minutes	Session tracking	HubSpot

Analytical or Performance

These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Cookie ID	First/Third Party Provider	Domain	Duration (Session/ X Days)	Purpose/Description	Further Information
vuid	First (Vimeo)	homes.bidwells.co.uk	1 year	Video analytics ID	Vimeo
vtsrc	First	homes.bidwells.co.uk	2 months	Tracks behaviour	Internal
zaius_js_version	First	homes.bidwells.co.uk	1 year	Script version tracking	Internal
z_idsyncs	First	homes.bidwells.co.uk	1 year	ID syncing	Internal
is	First	.bidwells.co.uk	30 minutes	Session analytics	Internal
iv	First	.bidwells.co.uk	1 year	Interaction tracking	Internal

Functionality

These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences (for example, your choice of language or region).

Cookie ID	First/Third Party Provider	Domain	Duration (Session/ X Days)	Purpose/Description	Further Information
Player	Third (Vimeo)	Vimeo domains	1 minute	Video preferences	Vimeo
lang	Third (LinkedIn)	.linkedin.com	Session	Language preference	LinkedIn

messagesUtk	First (HubSpot)	.bidwells.co.uk	6 months	Chat recognition	HubSpot
__hs_opt_out	First (HubSpot)	.bidwells.co.uk	13 months	Consent preference	HubSpot
hs_langswitcher_choice	First (HubSpot)	.bidwells.co.uk	2 years	Language selection	HubSpot

Marketing

These cookies track visitors across websites to display relevant and engaging advertisements.

Cookie ID	First/Third Party Provider	Domain	Duration (Session/ X Days)	Purpose/Description	Further Information
bcookie	Third (LinkedIn)	.linkedin.com	1 year	Ad tracking	LinkedIn
bscookie	Third (LinkedIn)	.linkedin.com	1 year	Ad tracking	LinkedIn
li_gc	Third (LinkedIn)	.linkedin.com	6 months	Consent storage	LinkedIn
lidc	Third (LinkedIn)	.linkedin.com	24 hours	Ad delivery	LinkedIn
UserMatchHistory	Third (LinkedIn)	.linkedin.com	30 days	Ad targeting	LinkedIn
AnalyticsSyncHistory	Third (LinkedIn)	.linkedin.com	30 days	Ad sync	LinkedIn
li_sugr	Third (LinkedIn)	.linkedin.com	3 months	Identity matching	LinkedIn
_fbp	First (Meta)	.bidwells.co.uk	3 months	Ad tracking	Meta
_fbc	First (Meta)	.bidwells.co.uk	2 years	Conversion tracking	Meta
fr	Third (Meta)	.facebook.com	90 days	Ad targeting	Meta