

## Introduction

Freeman Real Estate Ltd (“we”, “us”, or “our”) uses cookies on our website to ensure it functions properly, to improve user experience, and to understand how visitors use our site.

This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences. For more information on how we process personal data, please see our Privacy Notice.

## What Are Cookies

Cookies are small text files that are stored on your device when you visit a website. They help the website recognise your device and remember information about your preferences or actions.

Cookies may be “session” cookies (deleted when you close your browser) or “persistent” cookies (stored until they expire or are deleted).

## Types of Cookies We Use

We use the following types of cookies on our website:

### **Strictly Necessary Cookies**

These cookies are required for the operation of our website and cannot be switched off. They are typically set in response to actions you take, such as setting your privacy preferences or submitting forms.

### **Performance Cookies**

These cookies help us understand how visitors use our website, for example by collecting information about which pages are visited most often. This allows us to improve how our website works.

### **Functionality Cookies**

These cookies allow the website to remember choices you make (such as your preferences) and provide enhanced features.

### **Targeting and Advertising Cookies**

These cookies are used to deliver relevant advertisements to you and to measure the effectiveness of our advertising campaigns. They may track your browsing activity across different websites and are typically set by third-party providers such as advertising platforms.

We may also use cookies provided by third-party services where these are integrated into our website (for example, analytics providers, advertising platforms, or embedded content).

A full list of the cookies we use, including their purpose and duration, is set out in the table below.

## How We Use Cookies

We use cookies to:

**Ensure our website functions properly** so that core features and services operate as expected.

**Improve user experience** by remembering your preferences and enhancing website functionality.

**Analyse website usage** to understand how visitors interact with our site and improve its performance.

**Deliver and measure advertising** to show relevant advertisements and assess the effectiveness of our marketing campaigns.

## Legal Basis for Using Cookies

We use cookies based on the following legal grounds:

**Consent:** For non-essential cookies (such as performance, functionality, and advertising cookies), we rely on your consent. You can withdraw your consent at any time by adjusting your cookie preferences.

**Strictly necessary purposes:** Certain cookies are essential for the operation of our website and are used without consent, as they are required to provide the services you request.

## Managing Your Cookie Preferences

You can control and manage your cookie preferences in the following ways:

**Cookie consent banner:** When you first visit our website, you will be presented with a cookie banner that allows you to accept or reject non-essential cookies. You can change your preferences at any time by accessing the cookie settings on our website.

**Browser settings:** Most web browsers allow you to control cookies through their settings, including blocking or deleting cookies. Please refer to your browser's help section for more information.

**Third-party opt-outs:** Some third-party providers offer their own tools to manage cookies and tracking. You can use these where available via the relevant provider.

## Data Sharing and Third-Party Cookies

We may allow third-party service providers to place cookies on your device or collect information through cookies and similar technologies. These providers help us analyse website usage, deliver advertising, and improve our services.

These third parties may process personal data collected through cookies in accordance with their own privacy policies. We take steps to ensure that such providers are subject to appropriate data protection obligations in line with UK data protection laws.

**Third-party providers:** We use services such as analytics and advertising platforms (including Google Analytics and Meta/Facebook), which may set cookies on your device. You should review their privacy and cookie policies for further information on how they use your data.

## International Data Transfers

Some of our third-party service providers may process personal data outside the United Kingdom.

Where personal data is transferred outside the UK, we ensure that appropriate safeguards are in place to protect your data in accordance with UK data protection laws. These safeguards may include the use of International Data Transfer Agreements (IDTAs), UK Addendums to Standard Contractual Clauses, or other legally approved transfer mechanisms.

## Data Retention

Cookies are stored on your device for different periods of time, depending on their purpose:

- **Session cookies:** These are temporary and are deleted once you close your browser.
- **Persistent cookies:** These remain on your device until they expire or are deleted. The duration of these cookies varies depending on their purpose.

Further details on the specific cookies we use, including their duration, are set out in the cookie table below.

## Your Data Protection Rights

You have certain rights under UK data protection laws in relation to your personal data.

For full details of your rights, including how to exercise them, please refer to our Privacy Notice.

If you wish to exercise your rights, you can contact us at [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk).

## Data Security and Breaches

We take appropriate technical and organisational measures to protect personal data collected through cookies.

In the event of a personal data breach, we will take appropriate steps to investigate and respond to the incident in accordance with applicable data protection laws.

For more information on how we handle personal data breaches, please refer to our Privacy Notice.

## Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or legal requirements.

Any updated version will be posted on our website, and where appropriate, we may take reasonable steps to notify you of significant changes.

## Contact Us

If you have any questions about this Cookie Policy or how we use cookies, please contact us:

**Email:** [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk)

**Phone:** 0121 817 3321

**Address:** 1C School House, St Philips Courtyard, Church Hill, Coleshill, B46 3AD

## Policy Information

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