

# COOKIE POLICY



**Victory Conversions**

**Last updated:** 11/03/2026

## 1. Introduction

This Cookie Policy explains how Victory Conversions (“we”, “us”, “our”) uses cookies and similar technologies on [www.victoryconversions.com](http://www.victoryconversions.com) (the “Website”).

It explains what these technologies are, why we use them, and your rights to control our use of them.

In some cases, cookies may collect personal data or information that becomes personal data if combined with other information. Where this happens, our [Privacy Policy] also applies.

## 2. Who we are

Victory Conversions is the operator of this Website.

**Company name:** Victory Conversions

**Company number:** 15084559

**Registered / head office address:** Landing Lane, Sandholme, Gilberdyke, HU15 2SB

**Website:** [www.victoryconversions.com](http://www.victoryconversions.com)

If you have any questions about this Cookie Policy or our use of cookies, you should contact us using the contact details set out in our Privacy Policy or on our Website.

## 3. What are cookies?

Cookies are small text files that are placed on your computer, smartphone, tablet or other device when you visit a website. They are widely used to make websites work, improve user experience, remember preferences, and provide information to website owners.

Cookies can be:

**First-party cookies** – set directly by our Website.

**Third-party cookies** – set by third-party services that appear on or are used by our Website, such as analytics, advertising, embedded media, chat, or other digital tools.

Cookies can also be classified by how long they remain on your device:

**Session cookies** – temporary cookies that expire when you close your browser.

**Persistent cookies** – cookies that remain on your device for a set period or until you delete them.

#### **4. Why we use cookies**

We may use cookies and similar technologies for the following purposes:

- to make the Website function properly;
- to maintain security and prevent fraud;
- to remember your preferences and settings;
- to understand how visitors use the Website;
- to improve Website performance and user experience;
- to measure the effectiveness of our content, campaigns, and marketing;
- to personalise content or advertising where relevant.

#### **5. Types of cookies we use**

##### **5.1 Strictly necessary cookies**

These cookies are essential for the operation of the Website and cannot usually be switched off in our systems.

They may be used for core functions such as:

- page navigation;
- security and fraud prevention;
- load balancing;
- consent management;
- accessibility preferences;
- form submission and session handling.

Because these cookies are necessary for the Website to function, we do not need your consent to use them.

##### **5.2 Analytics cookies**

These cookies help us understand how visitors interact with the Website, such as which pages are visited most often, how users move around the site, and whether any errors occur.

We use this information to improve the Website's performance, design, and content.

Where required by law, these cookies will only be used if you provide your consent.

##### **5.3 Personalisation cookies**

These cookies allow the Website to remember choices you make and provide enhanced, more personalised features.

For example, they may remember:

- your language or regional preferences;
- previously selected options;
- customised content settings.

Where these cookies are not strictly necessary, we will ask for your consent before using them.

#### **5.4 Marketing cookies**

These cookies may be used to track visitors across websites and to help deliver advertising or marketing communications that are more relevant to your interests.

They may also help us measure the performance of our advertising campaigns.

These cookies are only used with your consent.

#### **6. Legal basis for using cookies**

Under UK data protection law and the Privacy and Electronic Communications Regulations (PECR), we may store strictly necessary cookies on your device without your consent where they are essential to provide the service you request.

For all other cookies and similar technologies, we will request your consent before placing them on your device.

You can choose whether to accept or reject non-essential cookies using our cookie banner or cookie preference tools.

#### **7. How you can control cookies**

When you first visit our Website, you may be presented with a cookie banner or preference centre that allows you to:

- accept all cookies;
- reject non-essential cookies; or
- manage your preferences by cookie category.

You can also withdraw or change your consent at any time by using the cookie settings tool available on our Website.

In addition, most web browsers allow you to control cookies through browser settings. You can usually:

- view what cookies are stored;
- delete existing cookies;
- block some or all cookies; and
- set preferences for certain websites.

Please note that if you disable or block strictly necessary cookies, parts of the Website may not function properly.

#### **8. Third-party cookies**

Some cookies may be placed by third-party services that we use on the Website. These may include, for example:

- website analytics providers;
- advertising and remarketing platforms;
- video hosting or embedded media providers;
- customer enquiry or chat tools;
- form, CRM, or conversion tracking services;
- social media integrations.

We do not control third-party cookies directly. You should review the relevant third party's own privacy and cookie information for more details about how they use your information.

## 9. Cookie details

The table below is intended to provide details of the cookies and similar technologies used on the Website. This table should be reviewed and completed before publication so that it accurately reflects the cookies actually in use on the live Website.

Cookie Name	Provider	Purpose	Category	Duration	Type
CookieConsent	Cookiebot	Stores the user's cookie consent state	Strictly necessary	1 year	HTTP Cookie
_cfuid	Cloudflare	Identifies trusted traffic and prevents abuse	Strictly necessary	Session	HTTP Cookie
cf.turnstile.u	Cloudflare	To distinguish between humans and bots	Strictly necessary	Persistent	HTML Local Storage
_ga	Google Analytics	Registers unique ID to generate statistics	Statistics	2 years	HTTP Cookie
ga*	Google Analytics	Stores GA4 session state	Statistics	2 years	HTTP Cookie
p.gif	Adobe Inc.	Internal font analytics pixel	Statistics	Session	Pixel Tracker
_gcl_au	Google	Measures ad conversion effectiveness	Marketing	3 months	HTTP Cookie
_gcl_ls	Google	Tracks ad conversion rate	Marketing	Persistent	Local Storage
rc:a	Google	Distinguishes humans from bots	Marketing	Persistent	Local Storage
rc:c	Google	Distinguishes humans from bots	Marketing	Session	Local Storage

### Important note:

This cookie table must match the actual cookies and similar technologies deployed on the Website at launch. A cookie scan and implementation review should be carried out before this policy is published.

## **10. Similar technologies**

In addition to cookies, we may use similar technologies such as:

- pixels;
- tags;
- scripts;
- local storage;
- SDKs; and
- other tracking technologies.

These technologies may be used for similar purposes to cookies, including Website operation, analytics, personalisation, and marketing.

Where required by law, we will seek consent before using non-essential similar technologies.

## **11. Updates to this Cookie Policy**

We may update this Cookie Policy from time to time to reflect:

- changes to the law or regulatory guidance;
- changes to the cookies or technologies we use; or
- changes to our business or Website functionality.

Any changes will be posted on this page with an updated “Last updated” date.

## **12. Contact us**

If you have any questions about this Cookie Policy or our use of cookies and similar technologies, please contact us using the contact details provided in our Privacy Policy or on our Website.