



Cookies Policy

Effective Date: 09/07/2025

This Cookies Policy explains how SecureGuard Services Group Limited ("we", "our", or "us") uses cookies and similar tracking technologies on our website: secureguardgroup.co.uk. By continuing to browse or use our website, you consent to the use of cookies as outlined in this policy.

1. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, tablet) when you visit a website. They help the site function properly, remember your preferences, and improve the user experience. Some cookies are essential, while others are used for performance, functionality, or advertising purposes.

2. Types of Cookies We Use

Strictly Necessary Cookies

These cookies are essential for the website to function correctly. They enable features such as secure login, navigation, and access to protected areas.

- **Example:** Session cookies for login authentication
- These cookies do not require user consent.

Performance & Analytics Cookies

These cookies collect information about how visitors use our website (e.g., pages visited, time spent on pages, errors encountered). We use this data to improve website functionality and user experience.

- **Examples:** Google Analytics, Microsoft Clarity
- These cookies help us understand how our site is being used. Microsoft Clarity specifically provides insights into user behavior through session recordings and heatmaps.

Functionality Cookies

These cookies remember choices you make (such as your preferred language or region) and provide enhanced, more personal features.

- **Example:** Remembering user settings or login information
- They may be set by us or third-party services we use.

Targeting & Advertising Cookies

These cookies track browsing habits and are used to deliver relevant advertisements or limit how often you see an ad. We may use third-party providers for this purpose.

- **Example:** Google Ads, Facebook Pixel
- You will be asked to consent to these cookies before they are enabled.

3. Third-Party Cookies

We may allow carefully selected third parties, including Microsoft Clarity, to set cookies on our website for analytics, advertising, and content delivery. These third parties have their own privacy and cookie policies, which we encourage you to review.

4. Your Consent

When you first visit our website, you will see a cookie consent banner asking for your permission to use non-essential cookies. You can choose to:

- Accept all cookies
- Reject non-essential cookies
- Manage your preferences via the cookie settings panel

Your preferences can be updated at any time by revisiting the cookie settings on our site.

5. Managing & Disabling Cookies

You can control or disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of our website.

- For Chrome: <https://support.google.com/chrome/answer/95647>
- For Safari: <https://support.apple.com/en-gb/HT201265>
- For Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies>
- For Edge: <https://support.microsoft.com/en-us/help/4468242>

6. Changes to This Policy

We may update this Cookies Policy from time to time. The revised version will be posted on our website with an updated “Effective Date.”

7. Contact Us

If you have any questions about our use of cookies or this policy, please contact:

Data Protection Officer

SecureGuard Services Group Limited

Email: dpo@secureguardservices.co.uk

Phone: 03455 481314

Website: <https://secureguard-group.co.uk>