



COOKIES POLICY

October 2025

This Cookie Policy describes how Apt Consult uses cookies and similar technologies to provide, customize, evaluate, improve, promote and protect our Services. If you have any comments or questions about this Cookie Policy, feel free to contact us at dpo@xwfms.co.uk

Cookies

Cookies are small pieces of text sent to your browser when you visit a site. They serve a variety of functions, like enabling us to remember certain information you provide to us as you navigate between pages on the Services. We use cookies on the website and associated domains of <https://apt-consult.co.uk> and mobile apps for the following purposes:

- **Authentication, Customization, Security and Other Functional Cookies**

Cookies help us verify your Account and device and determine when you're logged in, so we can make it easier for you to access the Services and provide the appropriate experiences and features. We also use cookies to help prevent fraudulent use of login credentials and to remember choices you've made on the Services, such as your language preference.

- **Performance and Analytics**

Cookies help us analyze how the Services are being accessed and used and enable us to track performance of the Services. For example, we use cookies to determine if you viewed a page or opened an email. This helps us provide you with information that you find interesting.

- **3rd Parties**

3rd Party Services may use cookies to help you sign into their services from our Services. Any such 3rd party cookie usage is governed by the policy of the third party placing the cookie.

- **Apt Consult Ads**

We may partner with 3rd party publishers, advertising networks and service providers to manage our ads on other sites. Our 3rd party partners may set cookies on your device or browser to gather information about your activities on the Services and other sites you visit, in order to provide you with Apt Consult ads. For example, if you visit Apt Consult and also use a social media platform, you may see a Apt Consult ad in your social media newsfeed or timeline.

- **Opting Out**

You can set your browser to not accept cookies, but this may limit your ability to use the Services.

Device Identifiers

We use device identifiers on Apt Consult web and mobile applications to track, analyze and improve the performance of the Services and our ads.

Third Party Tags

We use and manage third party tags on the website and associated domains of <https://apt-consult.co.uk> and on Apt Consult web and mobile applications. Third party tags may take the form of pixels or tracking snippets. We use pixels to learn how you interact with our site pages and emails, and this information helps us and our ad partners provide you with a more tailored experience. We use tracking snippets to capture data from your browser, make requests to a third party partner or set cookies on your device to store data.

We may update this Cookie Policy from time to time. When we make changes, we'll update the "Effective Date" at the top of the Cookie Policy and post it on our sites. We encourage you to check back periodically to review this Cookie Policy for any changes since your last visit.