Charitable Incorporated Organisation Name: SMILEZ (1187799)
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1. What are cookies?

Cookies are small text files downloaded to your computer, smartphone, or other device when you visit a website or use an application. They are then sent back to the website on each subsequent visit to help it recognise your device, remember your preferences, and improve your experience.

Cookies can be:

- **Session cookies:** These last only for your browsing session and are deleted when you close your browser.
- **Persistent cookies:** These remain on your device after closing your browser and are activated each time you return to the website until they expire or are deleted.

Cookies help make your experience on our website smoother, for example by:

- Remembering your preferences and settings
- Allowing efficient navigation between pages
- Improving website performance and content

2. Which cookies does Smilez use and why?

When you access our website, the following categories of cookies may be set:

2.1 Strictly Necessary Cookies

These cookies are essential for using the website and its features, such as accessing secure areas. Without these cookies, some services may not function. They do not collect personal data for marketing purposes.

2.2 Functional Cookies

Functional cookies allow our website to remember choices you make and provide enhanced features. While they do not collect personal data like your name or email address, they use a unique device identifier to improve your experience.
Examples include:

- Remembering your session ID
- Saving preferred content or settings

2.3 Analytics Cookies

Analytics cookies help us understand how people use our website, so we can improve its content, functionality, and user experience.

We use Google Analytics (a service provided by Google Inc.) to collect anonymous data about website usage, including:

- Number of visitors
- Pages visited
- Traffic sources

Google Analytics cookies used:

Cookie	Purpose
_ga	Tracks users across visits to generate statistical reports
_gali	Tracks clicks on links and events
_gat_UA	Throttles request rate
_gid	Tracks user behaviour within a day

No personally identifiable information is collected. You can opt out of Google Analytics on all websites via the Google Analytics Opt-out Browser Add-on or specifically for this website.

2.4 Third-Party Cookies
Some pages may include content embedded from third parties (e.g., Facebook, Twitter). These third-party cookies are set and controlled by the external service, not by Smilez.

We cannot access or control these cookies. For information about how these third-party cookies are used, you should check the privacy policies of the respective service providers.

3. Your Consent
Under UK law (PECR 2024/2026) and UK GDPR, we require your consent to store or access non-essential cookies on your device.

By continuing to use our website, you consent to the use of cookies. You can withdraw or manage consent at any time through your browser settings or by using our cookie management tool (if available).

4. How to Control or Delete Cookies
Most web browsers allow you to manage cookies, including:

- Viewing the cookies set on your device
- Deleting cookies
- Blocking certain or all cookies

For detailed guidance on controlling cookies, visit:

- www.aboutcookies.org.uk
- www.allaboutcookies.org

Please note that disabling or deleting cookies may affect website functionality and your ability to use some features.

5. Policy Review

This policy will be reviewed every three years, or sooner if changes in law, guidance, or technology require it.