Cookies Policy for Today Care Services Limited

Last Updated: 01/10/2024

This Cookies Policy explains how **Today Care Services Limited** ("we," "us," or "our") uses cookies and similar technologies on our website https://www.todaycare.co.uk/ ("Website"). This policy outlines what cookies are, why we use them, and how you can control them.

What are Cookies?

Cookies are small text files that are stored on your device when you visit websites. They are widely used to make websites work more efficiently, as well as to provide reporting information for analysis and marketing purposes.

Why Do We Use Cookies?

We use cookies for several purposes, including:

- **Essential Cookies**: These cookies are necessary for our website to function properly. They allow you to navigate the website and use key features, such as accessing secure areas of the site.

- **Analytics Cookies**: We use **Google Analytics** to gather information about how visitors use our site, such as which pages are visited most often. This helps us to improve the performance of our website and ensure you have the best possible experience.

- **Advertising Cookies**: We use **Google Ads** to display relevant advertisements based on your browsing behaviour. These cookies also help us measure the performance of our marketing efforts, showing how users interact with our ads and website.

Third-Party Cookies

In addition to our own cookies, we use third-party cookies from **Google** to provide analytics and advertising services. These cookies may track your online activity on our site and others. Data collected by these third parties is governed by their respective privacy policies.

How Long Do Cookies Last?

Cookies may remain on your device for different periods:

- **Session Cookies**: These expire when you close your browser.

- **Persistent Cookies**: These remain on your device until they expire, or you manually delete them. The duration typically ranges from 30 days to several months.

Managing Cookies

When you first visit our Website, a cookie consent banner will appear giving you the option to:

- **Accept All Cookies**: This includes essential, analytics, and advertising cookies.

- **Accept Essential Cookies Only**: This will allow you to continue using the website with only the necessary cookies enabled.

- **Customize Settings**: You can choose which cookies to accept or reject, such as disabling advertising cookies but allowing essential and analytics cookies.

How to Control Cookies

You can manage your cookie preferences through your browser settings at any time. For more information on managing or deleting cookies, visit the support documentation for your browser:

- Google Chrome

- Mozilla Firefox

- Safari

Please note that disabling cookies may affect the functionality of our website.

Updates to This Policy

We may update this Cookies Policy periodically to reflect changes in the cookies we use or for legal and operational reasons. Please check this page regularly to stay informed.