

# Charters Estate Agents Cookie Policy

## What Are Cookies?

1. Cookies are small text files placed on your computer or device when you visit certain parts of our website or use certain features.
2. When you visit <https://www.chartersestateagents.co.uk/>, your browser stores these small files on your device.
3. Cookies remain on your device for various periods of time depending on their purpose.
4. Each time you revisit our website, your browser sends the stored cookies back to our servers, helping us recognise you and improve your experience.
5. Cookies help us remember your preferences, recently viewed properties, and searches so you can quickly access relevant information.
6. They also help us measure how our website is used, allowing us to identify improvements and enhance functionality.
7. You can delete or manage cookies in your browser settings at any time, but doing so may affect your experience of our website.
8. To learn more about cookies and how to manage them, visit:
  - o [www.aboutcookies.org](http://www.aboutcookies.org)
  - o [www.allaboutcookies.org](http://www.allaboutcookies.org)

## Information About Us

1. **Charters Estate Agents** is a trading brand, part of Lomond, which is the trading name of Chianti Holdings Limited.
2. Registered company number: **06758915**
3. Registered office address: **70 St. Marys Axe, London, EC3A 8BE.**

## Our Cookie Policy and Usage

1. We use cookies carefully and responsibly, taking steps to ensure your privacy and personal data are protected.
2. Like many websites, we use cookies to make your experience on <https://www.chartersestateagents.co.uk/> as seamless and personalised as possible.
3. Please read this policy carefully and ensure you understand how we use cookies.
4. When you first visit our website, we will request your consent before placing non-essential cookies on your device. Non-essential cookies will only be used after you provide your consent through our cookie banner or preference centre.
5. If you do not agree to the use of non-essential cookies, you can manage your preferences at any time through our cookie settings tool.

## **How Does Our Site Use Cookies?**

### **1. Strictly Necessary Cookies**

These are essential for the operation of our site. They enable features such as logging in, secure browsing, saving favourite properties, and site security functions.

### **2. Analytics Cookies**

Analytics cookies help us understand how you use our website—for example, which pages you visit and how you navigate the site. This allows us to improve usability and enhance your overall experience.

### **3. Functionality Cookies**

These cookies allow the site to remember your preferences, such as saved searches, property alerts, and display settings. They help personalise your experience.

### **4. Targeting / Advertising Cookies**

These cookies help us understand what parts of the site interest you most, so we can provide relevant content and marketing. Some information may be shared with third-party partners to deliver tailored advertising.

### **5. Third-Party Cookies**

These are placed by external providers whose services we use—for example:

- Advertising networks
- Social media platforms
- Analytics providers (such as Google Analytics)

These cookies operate in the same way as those described above.

### **6. Persistent Cookies**

These remain on your device for a set period and are activated when you return to the site.

### **7. Session Cookies**

These are temporary and removed when you close your browser.

## **What Cookies Does Our Site Use?**

1. We use analytics tools provided by **Google LLC**, as well as other third-party technologies that help us understand website usage.
2. Some of our third-party providers may transfer personal data outside of the UK. Where this occurs, appropriate safeguards such as UK International Data Transfer Agreements (IDTAs) or adequacy decisions are used.
3. These tool may collect information such as IP address, device information, browser type, and user behaviour. This data may be considered personal data under applicable data protection laws.
4. You may refuse non-essential cookies without affecting your ability to access the website, although some features and functionality may be limited.
5. Full details of cookies active on our site are listed in our on-site **Cookie Preference Tool** (pop-up banner), which is powered by our consent management platform.

Performance Cookies			
Host	Cookie Name	Description	Duration
<a href="https://www.chartersestateagents.co.uk/">https://www.chartersestateagents.co.uk/</a>	_ga_XXXXXXXXXX	Used by Google Analytics 4 to identify and track user sessions and interactions on the website.	2 years
<a href="https://www.chartersestateagents.co.uk/">https://www.chartersestateagents.co.uk/</a>	_ga	This cookie is associated with Google Analytics 4 (GA4) and is used to distinguish users and measure website usage for analytics reporting purposes. It assigns a randomly generated number as a client identifier to distinguish unique users. The cookie is included in each page request on the site and is used to calculate visitor, session, and campaign data for analytics reports.	2 years

Targeting Cookies			
Host	Cookie Name	Description	Duration
<a href="https://www.chartersestateagents.co.uk/">https://www.chartersestateagents.co.uk/</a>	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	2 years

## Consent and Control

- Third-party cookies are placed by external providers that deliver services to us and/or to you. These cookies may be used by advertising partners to provide tailored advertising, or by analytics providers to help us understand how visitors use our website. These cookies operate in the same way as the analytics and targeting cookies described above.

### **Persistent Cookies**

- Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our site.

### **Session Cookies**

- Session cookies are temporary and only remain on your computer or device from the point at which you visit our site until you close your browser. Session cookies are deleted when you close your browser.

### **Consent and Control**

1. When you first visit our website, we will request your consent before placing non-essential cookies on your device.
2. You may refuse consent for all cookies except those which are strictly necessary for the site to function.
3. You can also manage cookie settings in your browser at any time.
4. Most browsers allow you to:
  - Block all cookies
  - Block only third-party cookies
  - Delete cookies on exit
5. For help with your browser settings, please use the links below:
  - **Microsoft Edge:** <https://support.microsoft.com/en-gb/products/microsoft-edge>
  - **Mozilla Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
  - **Google Chrome (Android):** <https://support.google.com/chrome/answer/95647>

### **Changes to This Cookie Policy**

1. We may update this Cookie Policy from time to time. Any changes will become effective upon your first use of the site after the update.
2. In case of any conflict between this version and previous versions, the latest version shall apply unless explicitly stated otherwise.

## **Further Information**

1. If you would like more information on how we use cookies, please contact us.
2. You can find additional information on privacy, data protection, and our terms and conditions on our website.