

# Cookie Policy

**Last updated:** 14 May 2026

This Cookie Policy explains how Ellis Mayes - iKlik uses cookies and similar technologies on <https://www.iklik.co.uk/>.

It explains what cookies are, what types of cookies we use, why we use them, how you can manage your choices, and how you can withdraw your consent at any time.

This policy should be read alongside our Privacy Policy.

## Who we are

This website is operated by Ellis Mayes – iKlik a web design and SEO company.

**Website:** <https://www.iklik.co.uk>

### Contact details:

- **Business name:** iKLIK Web Design Bradford
- **Address:** Spring Bank, Priestthorpe Rd, Bingley, BD16 4LL
- **Telephone:** 01274 451888
- **Email:** [enquiries@iklik.co.uk](mailto:enquiries@iklik.co.uk)
- **Contact page:** <https://www.iklik.co.uk/contact-us/>

## What are cookies?

Cookies are small text files that are placed on your computer, smartphone, tablet or other device when you visit a website.

Cookies help websites work properly. They can also help website owners understand how people use their site, remember user preferences, improve performance, and show relevant advertising or content.

Cookies may be:

- **Session cookies:** these are temporary cookies that are deleted when you close your browser.
- **Persistent cookies:** these stay on your device for a set period of time or until you delete them.
- **First-party cookies:** these are set by the website you are visiting.

- **Third-party cookies:** these are set by another organisation, such as an analytics, advertising, social media, video or map provider.

Similar technologies, such as pixels, tags, scripts, local storage and tracking technologies, may work in a similar way to cookies. In this policy, when we refer to “cookies”, we also mean these similar technologies where relevant.

## **How we use cookies**

We use cookies to help our website work, keep it secure, improve the user experience, understand how visitors use the site, and support our marketing and SEO activity.

We will not set non-essential cookies unless you have given us your consent, where consent is required by UK law. Essential cookies may be set without your consent because they are needed to provide the website or a service you have requested.

## **Categories of cookies we use**

### **Strictly necessary cookies**

These cookies are needed for the website to function properly. They may be used for core features such as page navigation, security, load balancing, remembering cookie preferences, contact form protection, or allowing pages to display correctly.

These cookies do not usually identify you as an individual and cannot normally be switched off through our cookie consent tool because the website may not work properly without them.

#### **Examples may include:**

- Cookies that remember your cookie consent choice.
- Security cookies used to protect the website from spam, abuse or unauthorised access.
- Technical cookies that allow the website to load and display correctly.

**Legal position:** These cookies are usually exempt from consent where they are strictly necessary to provide a service requested by the user.

### **Performance and analytics cookies**

These cookies help us understand how visitors use our website. For example, they may tell us which pages are visited most often, how visitors arrive at the site, how long users spend on pages, whether users encounter errors, and which areas of the site could be improved.

We may use this information to improve our website content, design, SEO performance, usability and marketing effectiveness.

Analytics cookies may collect information such as:

- Pages visited.
- Time spent on the website.
- How visitors found the website.
- Approximate location, such as city or region.
- Device, browser and operating system information.
- Interactions with website content, buttons, forms or links.

Where these cookies are not strictly necessary, we will ask for your consent before setting them.

### **Functionality cookies**

Functionality cookies allow the website to remember choices you make and provide enhanced features.

These may include remembering preferences such as region, display settings, form details, live chat settings, or other customisations.

If you do not allow these cookies, some features may not work as intended or may be less personalised.

### **Advertising, marketing and tracking cookies**

These cookies may be used to deliver relevant advertising, measure advertising performance, limit how often adverts are shown, and understand how visitors respond to marketing campaigns.

They may be set by us or by third-party advertising and marketing providers. These cookies may track your activity across this website and other websites.

For a web design and SEO company, these cookies may help us understand campaign performance, measure enquiries generated from advertising, support remarketing, and improve our marketing activity.

We will ask for your consent before setting advertising, marketing or tracking cookies.

## Social media, embedded content and external service cookies

Our website may include content or features provided by third parties, such as embedded videos, maps, reviews, social media buttons, social feeds, booking tools, live chat tools, or other external services.

These third parties may set their own cookies when you interact with their content or when their content loads on our website. They may use cookies to measure engagement, personalise content, or track your activity across other websites.

Where these cookies are not strictly necessary, we will ask for your consent before setting them.

### Cookie list

The table below has been completed after carrying out a cookie audit of the website.

Cookie name	Provider	Category	Purpose	Duration	First-party or third-party
wordpress_test_cookie	WordPress	Strictly necessary	WordPress sets this cookie to determine whether cookies are enabled on the users' browsers.	session	third-party
VISITOR_PRIVACY_METADATA	YouTube.com	Strictly necessary	YouTube sets this cookie to store the user's cookie consent state for the current domain.	6 months	third-party
cookieyes-consent	cookieeyes.com	Strictly necessary	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.	1 year	
VISITOR_INFO1_LIVE	YouTube.com	Functionality	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.	6 months	third-party
ytidb::LAST_RESULT_ENTRY_KEY	YouTube.com	Functionality	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.	Never expires	third-party
YSC	YouTube.com	Analytics	YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.	session	third-party
__ga_*	google-analytics.com googletagmanager.com/gtag/js	Analytics	Google Analytics sets this cookie to store and count page views.	1 year, 1 month & 4 days	third-party
__ga	google-analytics.com googletagmanager.com/gtag/js	Analytics	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year, 1 month & 4 days	third-party
__Secure-YNID	YouTube.com	Advertisement	YouTube cookie used to protect user security and prevent fraud, especially during the login process.	6 months	third-party
__Secure-ROLLOUT_TOKEN	YouTube.com	Advertisement	YouTube sets this cookie to manage feature rollout and experimentation. It helps Google control which new features or interface changes are shown to users as part of testing and staged rollouts, ensuring consistent experience for a given user during an experiment.	6 months	third-party
	YouTube.com	Advertisement	__Secure-YEC	6 months	third-party

## **Third-party cookies**

Some cookies may be placed by third-party providers whose services appear on our website or are used to help us measure and improve our marketing.

These third parties may process information about your device, browser, online activity or interactions with our website. They may also combine this information with other information they already hold about you, depending on their own privacy and cookie policies.

Third-party providers we may use include:

- [Google Analytics]
- [Google Tag Manager]
- [Google Ads]
- [Meta / Facebook]
- [LinkedIn]
- [Microsoft Advertising]
- [YouTube or Vimeo]
- [Google Maps]
- [Live chat provider]
- [Call tracking provider]
- [Other third-party providers]

Please update this list so it reflects the actual tools used on the website.

We recommend that you review the privacy and cookie information provided by these third parties so you understand how they use your information.

## **How we ask for cookie consent**

When you first visit our website, you may see a cookie banner or cookie consent tool.

This tool allows you to:

- Accept all cookies.
- Reject non-essential cookies.
- Choose which categories of cookies you want to allow.

- Change your preferences later.

We do not rely on silence, pre-ticked boxes or continued browsing as consent for non-essential cookies. Consent must be given by a clear positive action, such as selecting an option in the cookie banner or consent tool.

Non-essential cookies should not be set until you have given consent.

## **How to manage your cookie preferences**

You can manage your cookie preferences at any time by using our cookie settings tool:

**Cookie settings:** Consent Preferences

You can use this tool to accept, reject or change your choices for non-essential cookies.

If the website does not yet have a cookie settings link, this should be added before the policy is published.

## **How to withdraw consent**

You can withdraw your consent for non-essential cookies at any time.

To withdraw consent, you can:

- Click the Consent Preferences link on our website and change your preferences.
- Clear cookies from your browser and choose new settings when you next visit the website.
- Adjust your browser settings to block some or all cookies.

Withdrawing consent will not affect the lawfulness of any use of cookies before you withdrew your consent.

If you withdraw consent, some parts of the website may not work as expected, and some features may be unavailable or less personalised.

## **Managing cookies through your browser**

Most web browsers allow you to control cookies through their settings. You can usually set your browser to:

- View the cookies stored on your device.
- Delete some or all cookies.

- Block third-party cookies.
- Block all cookies.
- Clear cookies when you close your browser.

The way you manage cookies depends on your browser and device. You can usually find cookie controls in the “Settings”, “Privacy”, “Security” or “Help” section of your browser.

Please note that blocking all cookies may affect how this website and other websites work.

## **Changes to this Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, the services on our website, legal requirements, or guidance from the Information Commissioner’s Office.

When we update this policy, we will change the “Last updated” date at the top of this page.

If we make significant changes to the way we use non-essential cookies, we may ask you to provide your cookie preferences again.

## **Contact us**

If you have any questions about this Cookie Policy or how we use cookies, please contact us:

**[Company Name]**

**Website:** <https://www.iklik.co.uk/>

**Email:** [enquiries@iklik.co.uk](mailto:enquiries@iklik.co.uk)

**Telephone:** 01274 451888

**Address:** Spring Bank, Priestthorpe Road, Bingley, West Yorkshire, BD16 4LL

**Contact page:** <https://www.iklik.co.uk/contact-us/>