

InnaCare Cookie Policy

Updated: August 2025

This Cookies Policy (“Policy”) explains how InnaCare Ltd (“InnaCare”, “we”, “us”, or “our”) uses cookies and similar technologies on our websites (“Site”). Capitalised terms used but not defined here have the same meanings as in our Privacy Policy. We use cookies and similar tools to:

- Provide a secure and reliable online experience.
- Remember your preferences and improve website performance.
- Analyse how visitors use our Site so we can improve our services.
- Deliver relevant information and, where applicable, tailored advertising.

Cookies are small text files stored on your device (such as your computer, tablet, or smartphone) when you visit our Site. You can learn more about cookies by visiting www.allaboutcookies.org. We may also use tracking pixels (pixel tags) within our website or marketing communications to understand engagement and improve relevance.

Managing Cookies

Most web browsers accept cookies by default, but you can adjust your settings to block or delete them. Disabling cookies may affect the functionality of our Site. Please refer to your browser’s help section for detailed instructions.

Types of Cookies We Use

1. Strictly Necessary Cookies – Essential for you to move around the Site and use secure areas. Without them, certain services (such as logging in) cannot be provided. 2. Analytics Cookies – Help us understand how our Site is used, measure performance, and test improvements. Data is collected in an anonymised form wherever possible. 3. Functionality Cookies – Remember your preferences (e.g., language choice) and customisations to enhance your experience. 4. Social Media & Advertising Cookies – May be set by us or our partners to deliver advertising relevant to your interests and to measure the effectiveness of campaigns. 5. Performance Cookies – Help us monitor the Site’s technical performance and ensure a smooth user experience.

Examples of Cookies We May Use

Cookie Name	Type	Duration	Purpose
_gid	Analytics	1 day	Set by Google Analytics to track website usage.
_ga	Analytics	2 years	Google Analytics cookie for visitor statistics.
_gat_UA-XXXXXXX	Analytics	1 minute	Used by Google Tag Manager to limit request rates.
MUID	Targeting	1 year 24 days	Microsoft cookie for advertising and analytics.
IDE	Targeting	1 year 24 days	Google DoubleClick cookie for ad relevance.
test_cookie	Targeting	15 minutes	Tests if a browser supports cookies.
calltrk_session_id	Analytics	1 year	Used by CallRail for tracking phone enquiries.

Controlling Cookies

You can:

- Change your browser settings to block cookies entirely.
- Delete cookies stored on your device at any time.
- Use browser plug-ins to control third-party tracking.

For further guidance, visit

the Information Commissioner's Office (ICO) advice on cookies and similar technologies at <https://ico.org.uk/for-the-public/online/cookies/>.

Contact Us

If you have any questions about this Cookie Policy or how we use cookies, you can contact us at:
InnaCare Ltd 205 South Street, Romford, RM1 1QX Email: privacy@innacare.co.uk Tel: 01708 751 325