

# AccuraData Ltd

## Cookie Policy

For <https://www accuradata.co.uk/>

Last updated: 29.06.2026

<b>Data controller</b>	AccuraData Ltd
<b>Registered office</b>	Office 15G, Restdale House, 32-33 Foregate Street, Worcester, WR1 1EE
<b>Privacy / DPO contact</b>	<a href="mailto:hello@accuradata.co.uk">hello@accuradata.co.uk</a>
<b>Website</b>	<a href="https://www accuradata.co.uk/">https://www accuradata.co.uk/</a>

## 1. About this Cookie Policy

This Cookie Policy explains how AccuraData Ltd (“AccuraData”, “we”, “us” or “our”) uses cookies and similar technologies on <https://www accuradata.co.uk/> (the “Website”).

For the purposes of this policy, “cookies” includes cookies, pixels, tags, scripts, SDKs, local storage, session storage and other technologies that store information on, or access information from, your computer, mobile phone, tablet or other device.

The Website is primarily intended for business users interested in marketing data, email marketing, lead generation, data cleansing and related services. Consumers may also access the Website, including to make data protection or data usage requests.

## 2. Who we are

AccuraData Ltd is the controller responsible for the Website and for deciding how cookies and similar technologies are used on the Website.

- Company: AccuraData Ltd
- Registered office: Office 15G, Restdale House, 32-33 Foregate Street, Worcester, WR1 1EE
- Website: <https://www accuradata.co.uk/>
- Data protection and DPO contact: [hello@accuradata.co.uk](mailto:hello@accuradata.co.uk)

Please also read our privacy policies, which explain how we process personal data collected through the Website and through our services.

## 3. What cookies are

Cookies are small text files placed on your device when you visit a website. They help websites work, remember information about your visit, measure how the website is used, and support marketing or advertising activities.

Similar technologies can perform comparable functions even if they are not technically cookies. For example, tracking pixels can tell us whether a page has been viewed, scripts and tags can help analytics tools operate, and local storage can remember preferences in your browser.

## 4. How we use cookies and similar technologies

We use cookies and similar technologies for the following purposes:

- Strictly necessary / functional cookies: to make the Website work, enable security, remember your cookie choices, support forms and provide services that you request.
- Preferences cookies: to remember choices you make and support features such as embedded scheduling or user preference settings.
- Statistics / analytics cookies: to understand how visitors use the Website, which pages are visited, how visitors interact with forms and content, and how we can improve Website performance.
- Marketing cookies and similar technologies: to understand the effectiveness of our marketing activity, identify business visitors and potential leads, measure conversions, and deliver or measure relevant advertising on platforms such as LinkedIn.

We do not set analytics or marketing cookies before you have given the relevant consent through the cookie banner or cookie settings tool. You told us that analytics cookies are only set after acceptance and marketing cookies are only set after opt-in; this policy is drafted on that basis.

## 5. Your cookie choices

When you first visit the Website, you will see a cookie banner or consent tool. It allows you to accept cookies, deny non-essential cookies, or view and manage your preferences by category.

Strictly necessary cookies are always active because the Website cannot function properly without them. Optional cookies, including preferences, statistics and marketing cookies, are only used where you choose to allow them, unless a specific legal exception applies.

You can change or withdraw your consent at any time by using the “Manage Consent” link or cookie settings tool on the Website. Withdrawing consent will not affect the lawfulness of any processing carried out before you withdrew consent.

We refresh cookie consent annually and may ask for your consent again sooner if we change the cookies, similar technologies, providers or purposes in a material way.

We retain records of cookie consent and preference choices for six years for audit and compliance purposes.

## 6. Cookies we use

The Website uses a consent panel with Functional, Preferences, Statistics and Marketing categories. The panel states that Functional technologies are always active and that Statistics and Marketing technologies can be managed by the user. The table below summarises the cookies and similar technologies expected to be used on the Website based on the services you have confirmed and a live review of the Website. Exact names, domains and lifetimes should be confirmed by a final browser-level cookie scan before publication.

Category	Provider / technology	Cookies or technologies	Purpose	Typical duration / notes
Strictly necessary / Functional	Consent management platform	cmplz_* cookies such as cmplz_banner-status, cmplz_consented_services, cmplz_functional, cmplz_preferences, cmplz_statistics, cmplz_marketing, cmplz_policy_id and related consent-preference cookies	Stores your cookie preferences, records whether the banner has been dismissed, and helps ensure optional cookies only run where consent has been given.	Up to 365 Days.
Strictly necessary / Functional	Website platform and security technologies	Session cookies, security tokens, browser capability checks and similar functional technologies	Supports the operation, security and stability of the Website and forms.	Up to 12 months.
Preferences / Functional	Calendly	Calendly embed cookies and storage, where scheduling pages or widgets are loaded	Allows visitors to book appointments or interact with embedded Calendly scheduling features.	Up to 365-days.
Statistics / Analytics	Google Analytics / GA4	_ga, _ga_* and related Google Analytics identifiers	Measures Website traffic, visitor interactions, pages viewed and campaign performance. Used to improve Website content and performance.	Up to 2-years.
Statistics / Analytics	HubSpot	__hstc, hubspotutk, __hssc, __hsrc and related HubSpot cookies/storage	Tracks visitor sessions, links form submissions to a visitor identifier, supports contact deduplication and helps measure Website and form performance.	__hstc and hubspotutk: 6 months; __hssc: 30 minutes; __hsrc: session.
Statistics / Analytics / Marketing	Lead Forensics	_lfuid and related Lead Forensics scripts or identifiers	Identifies business organisations that visit the Website, analyses B2B traffic and supports lead generation and sales follow-up activity.	365 Days.
Marketing / Advertising	LinkedIn Insight Tag	LinkedIn cookies such as bcookie, li_gc, UserMatchHistory, AnalyticsSynchrony, lms_ads, lms_analytics, li_fat_id, li_sugr and related identifiers	Measures LinkedIn advertising performance, conversion activity and retargeting / audience matching where consent is given.	Up to 365 days.

Category	Provider / technology	Cookies or technologies	Purpose	Typical duration / notes
Marketing / Analytics	HubSpot marketing tools	HubSpot tracking cookies and local/session storage where enabled for marketing purposes	Supports campaign reporting, marketing attribution, lead source tracking and contact management where visitors submit forms or subscribe.	Up to 365 days.
Contact forms / newsletter processing	HubSpot, Gmail / Google Workspace and other operational tools	Form submission data, email systems and CRM tools. These are not all cookies, but may receive data collected after you submit a form or subscribe.	Handles enquiries, newsletter subscriptions, demo requests, data requests and follow-up communications.	Retention is governed by the privacy policy and internal retention schedule, not solely by cookie duration.

## 7. Third-party cookies and similar technologies

Some cookies and similar technologies are provided by third parties. Third parties may receive information such as your IP address, browser and device details, pages visited, interaction data, approximate location and campaign information. Where you submit a form or subscribe to our newsletter, cookie or tracking identifiers may also be associated with the information you provide.

Third-party providers used on or in connection with the Website include Google Analytics, Google Fonts, HubSpot, Lead Forensics, LinkedIn Insight Tag, Calendly, Google Workspace / Gmail and other operational tools used to run and manage enquiries and marketing activity.

Some of these providers may process data outside the UK. Where relevant, international transfers are handled in line with our privacy policies and applicable safeguards.

## 8. Browser controls and other ways to manage cookies

You can also control cookies through your browser settings. Most browsers allow you to block or delete cookies. If you block all cookies, parts of the Website may not work properly.

Browser controls are separate from the Website's cookie settings. If you use a different browser or device, or clear your cookies, you may need to update your Website cookie preferences again.

## 9. Changes to this Cookie Policy

We may update this Cookie Policy from time to time, for example, if we add or remove cookies, change providers, change the purposes for which we use cookies, or need to reflect legal or regulatory changes.

The "Last updated" date at the top of this policy shows when it was last revised.

## 10. Contact us

If you have questions about this Cookie Policy or how AccuraData uses cookies and similar technologies, please contact us at:

- AccuraData Ltd, Office 15G, Restdale House, 32-33 Foregate Street, Worcester, WR1 1EE
- Email: [hello@accuradata.co.uk](mailto:hello@accuradata.co.uk)