CLEAR INFORMATION ABOUT WEBSITE TECHNOLOGY

# Cookie Policy

This policy explains the limited use of cookies and similar technology on the Wealden Funeral Services website, including what is used, why it is needed and the choices available to you.

**Effective from:** 25 July 2026 **Last reviewed:** 25 July 2026

AT A GLANCE

This website uses a necessary session cookie for the contact form. With your permission, it also uses Google Analytics 4 cookies to help us understand how people use the site and improve its content. Analytics remains disabled unless you choose to allow it, and it is not used for advertising or remarketing.

## 1. About this policy

This Cookie Policy applies to the website operated by Wealden Funeral Services Ltd at wealden-funerals.uk . It should be read with our Privacy Policy , which explains how we use and protect personal information more generally.

UK rules about cookies and similar technologies are principally contained in the Privacy and Electronic Communications Regulations 2003, commonly known as PECR. Data protection law also applies where their use involves personal information.

## 2. What cookies are

A cookie is a small text file that a website asks your browser to store on your computer, telephone, tablet or other device. Cookies can allow a website to remember information between page requests or visits.

Similar technologies can store information on a device or access information already stored there. Examples include local storage, tracking pixels, scripts, tags and some forms of device identification. References to cookies in this policy include similar storage and access technologies where relevant.

### First-party and third-party cookies

First-party cookies
: Cookies placed by the website you are visiting. On this website, that means a cookie associated with wealden-funerals.uk.

Third-party cookies
: Cookies placed by a different organisation whose service or content has been included on a website. Google and Meta provide our optional measurement services. Their tags may set cookies only after consent.

Session cookies
: Temporary cookies designed to last for a browsing session, although the precise time they disappear can depend on browser and server settings.

Persistent cookies
: Cookies that remain for a stated period or until they are removed. Our cookie-preference record and, with consent, measurement and marketing cookies are persistent cookies.

## 3. Cookies we use

The website uses a limited first-party session facility for the contact form. It also records your cookie choice and, only when you allow optional tags, may use Google Analytics 4, Google Tag Manager and Meta Pixel when their IDs are configured by the website operator. The contact-session cookie name is normally `PHPSESSID`, although the hosting configuration may replace the default name with another session-cookie name.

Cookies used by this website

| Cookie | Purpose | Category | Duration |
|---|---|---|---|
| `PHPSESSID`, or the equivalent configured session-cookie name | Maintains the short-lived contact-form session. It supports the form security token, preserves entries and validation messages after an unsuccessful submission, displays confirmation after a successful submission. | Strictly necessary | Normally until the browser session ends, subject to the browser and server configuration |
| `wfs_cookie_consent` | Records whether you allowed or rejected optional tags so that the website can respect your choice and avoid asking on every page. | Strictly necessary preference record | 6 months |
| `_ga` | Distinguishes one browser from another by assigning a pseudonymous identifier. It is used to calculate website visitor, session and usage statistics. | Optional analytics | Up to 2 years |
| `_ga_<property>` | Maintains information about a Google Analytics 4 session and the way the website is used. | Optional analytics | Up to 2 years |
| `_fbp` and `_fbc` | Used by Meta Pixel to measure visits and attributed interactions when Meta Pixel is configured and you allow optional tags. | Optional marketing measurement | Up to 3 months |

The session and analytics identifiers do not themselves contain the name, email address, telephone number or message entered into the contact form. We do not send contact-form entries to Google Analytics.

#### STRICTLY NECESSARY

The contact-form session and cookie-preference record are used only to provide requested functionality and respect your choice. They do not require consent. Google Analytics cookies are optional and are not set unless you allow analytics.

## 4. Optional tags and your choice

We may use Google Analytics 4, Google Tag Manager and Meta Pixel to produce statistics that help us understand which pages are visited, how people reach the website, the general types of device and browser used, how visitors move between pages and whether the website is working effectively.

Integration IDs are held in the server environment. Tags are restricted to the public `wealden-funerals.uk` host so local development and preview visits are not included.

Analytics information may include page addresses, timestamps, referral information, approximate location derived from technical information, browser and device characteristics, page interactions and a pseudonymous browser identifier. Google receives an IP address as part of the internet connection, but states that Google Analytics 4 does not log or store individual IP addresses.

When you first visit, the website gives you an equally prominent choice to allow or reject optional tags. No configured Google or Meta tag loads unless you select “Allow analytics”. Rejecting analytics does not prevent you from using the website or contact form.

You can change your choice at any time using the “Cookie settings” link available from the website footer. Withdrawing consent stops future Analytics collection and removes the Analytics cookies that the website can delete. Your choice is remembered for six months, after which the website may ask again.

We use Analytics for website statistics and improvement only. We do not enable Google Signals, advertising personalisation, remarketing, User-ID tracking or the sharing of Analytics audiences with advertising services.

## 5. External website resources

The website fonts and Bootstrap layout files are served directly from our website. Some other presentation resources are delivered by external content-delivery services. Loading a page can therefore cause your browser to make a direct request to those providers. The request may disclose technical information such as your IP address, browser or user-agent information, the requested resource, date and time, and referring-page information.

Current externally delivered resources

| Provider | Resource and purpose | What this means |
|---|---|---|
| Funeral Guide | Footer rating badge linking to independent reviews | The footer badge image is loaded automatically from Funeral Guide’s content delivery network. Review text on our Reviews page is stored on our server and does not connect the visitor’s browser to Funeral Guide or Google. |

These resource requests are not used by Wealden Funeral Services for advertising, behavioural profiling or cross-site tracking. Browser caching may store copies of resource files locally to improve loading performance. Browser cache files are managed by your browser rather than used by us to recognise you.

For further information, see  Funeral Guide Privacy Policy .

### Links to other websites

This website contains ordinary links to external websites, including Facebook and regulatory or information resources. A normal link does not allow the external website to set a cookie through our page. If you follow the link, the other website may use cookies under its own policies and choices.

## 6. Limits on optional tracking

Our Analytics configuration does not use:

- embedded Facebook, YouTube, Vimeo or social-media feeds;
- heatmaps, session replay or behavioural profiling tools;

- Google Signals or Analytics advertising features;
- a cookie-based marketing profile; or
- contact-form content as an Analytics event or parameter.

We will review and update this policy before introducing technology that changes this position.

## 7. Managing cookies

Most browsers allow you to view, remove or block cookies through their privacy or website-data settings. You can normally:

- see which cookies are stored;
- delete cookies for this or all websites;
- block all or selected cookies;
- clear cookies automatically when the browser closes; or
- use a private or incognito browsing window.

Blocking the session cookie may prevent the contact form from working correctly. You can still contact us by telephone on  01435 868844 .

Browser settings do not replace the website's Analytics choice. Use the "Cookie settings" link in the website footer whenever you want to allow or reject Analytics.

Browser controls can also be used to block third-party network requests or clear cached website files, although the available controls differ between browsers and devices. Consult the help information supplied with your browser for current instructions.

## 8. Future changes

We may update this policy if the website, its contact form, hosting arrangements or external services change. We will review cookies and similar technologies periodically and after material website changes.

If we introduce another non-exempt cookie or similar technology, we will provide clear information about its provider, purpose and duration. Where consent is required, the technology will remain disabled unless and until you choose to allow it, and refusing must be as easy as accepting.

## 9. Contact us

If you have a question about this policy or the website's use of cookies and external resources, please contact us.

**WEBSITE PRIVACY CONTACT**

### Wealden Funeral Services Ltd

*3 Browning Road*
*Heathfield*
*East Sussex*
*TN21 8DB*
Telephone:  01435 868844
Online: use our contact form

**INDEPENDENT GUIDANCE**

## More information about cookies

The Information Commissioner’s Office provides independent information explaining  cookies and your choices .

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