



# Website Cookie Policy

podmarlow.co.uk

Effective date: April 14, 2026

## What are cookies?

Thank you for checking out our cookie policy. We are committed to ensure our website and the use of cookies, complies with UK laws on privacy and data protection. This policy sets out the types of cookies we use, the exact cookies used on our website, whether we are using any third-party cookies, how you can control our use of cookies, what their expiry dates are and how you can get in contact with us for more information.

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyse performance to identify what works and where improvements are needed.

## How do we use cookies?

Our website needs to use cookies so we can understand what works well with our website, and what we can do to improve. These cookies also allow us to distinguish you from other website visitors, helping us to provide you with a seamless experience on our site.

Our website uses both first-party and third-party cookies for various purposes. First-party cookies are primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver relevant advertisements, and enhance your overall user experience while improving the speed of your future interactions with our website.

## Types of cookies we use

### Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure

log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
hmt_id	1 month	Stores a unique identifier to distinguish visitors for bot detection. Supports fraud prevention by identifying suspicious or automated behavior and reducing abuse on the website.
_GRECAPTCHA	6 months	Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.
rc::a	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::f	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
wpEmojiSettingsSupports	session	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.
rc::b	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
cookieyes-consent	1 year	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.
m	1 year 1 month 4 days	Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
_cliniko_app_session	session	Linked to the CLINIKO patient management system, session cookie

## Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
_ga	1 year 1 month 4 days	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.
_gid	1 day	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.

## Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
__cf_lb	1 hour	__cf_lb is a session affinity cookie set by Cloudflare that directs client browsers to load content from the same origin server for subsequent requests. ___cf_lb is a cookie utilized by Cloudflare to determine which server should handle incoming requests, facilitating the distribution of workload across servers.
_	1	Google Universal Analytics sets this cookie to restrain request rate and thus limit data collection on

g at	mi nu te	high-traffic sites.
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## Manage cookie preferences

### Consent Preferences

You can modify your cookie settings anytime by clicking the 'Consent Preferences' button above. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox:

<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Microsoft Edge:

<https://support.microsoft.com/en-gb/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>

Internet Explorer:

<https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using a different web browser, please refer to its official support documentation.

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