Cookie Policy

225 Fire Solutions Ltd | www.225firesolutions.com

Prepared: 25 September 2026 **Version:** 1.1 - draft

Before publication: Confirm the live cookie inventory, names, providers and durations in Wix, and verify that the consent controls described below work. The banner categories and the use of Google Ads and Meta have been confirmed; the website's tracking behaviour has not been tested.

1. About this policy

This policy explains how 225 Fire Solutions Ltd uses cookies and similar technologies on www.225firesolutions.com. Read it alongside our Privacy Policy, which explains how we handle personal information, share data, manage international transfers and respond to privacy requests.

Company number: 16853193
Email: 225firesolutions@gmail.com
Correspondence address: Office 5, The Exeter Business Hub, Queensgate House, 48 Queen St, Exeter, EX4 3SR.

2. What cookies and similar technologies do

Cookies are small files stored on your device when you visit a website. They can remember choices, support security and help measure website activity. Similar technologies include tracking pixels, tags and browser storage. This policy uses "cookies" to cover these technologies where relevant.

Some cookies last only for a browser session. Persistent cookies remain until their expiry date or until you delete them. First-party cookies are associated with the website you visit; third-party cookies are associated with another provider. A cookie's lifetime is different from how long a provider retains information already collected.

3. Technologies and purposes

Category / provider	Purpose	Consent
Essential website functions / Wix and consent tools	Support security, core website operation and remembering your cookie choices. Only technologies necessary for the requested service belong in this category.	Strictly necessary cookies do not require consent.
Functional / website preferences	Remember choices and personalise optional website features beyond what is strictly needed for the service.	Optional; set after consent.
Analytics / website measurement	Understand how visitors interact with the website, identify errors and improve its performance.	Optional; set after consent unless a narrowly applicable statutory exception is used and its conditions are met.
Marketing / Google Ads	Measure responses to advertising, such as a visit or enquiry after an advert. Depending on the enabled features, support relevant advertising and remarketing.	Prior consent required for advertising cookies and tracking.
Marketing / Meta (Facebook and Instagram)	Measure advertising performance and, where the relevant website integration is enabled, associate website activity with advertising audiences and campaign results.	Prior consent required for advertising cookies and tracking.

These categories match the current banner. The table is not a verified inventory of individual cookies.

4. Information collected through advertising tools

Depending on the enabled integration and your choices, information may include cookie identifiers, IP address, browser and device information, pages viewed, referring advertisements and website events such as an enquiry or purchase. Advertising providers may connect this information with other information they hold, including account information where applicable. Accepting advertising cookies may therefore support measurement and advertising across different websites or services.

Your choices and further information

5. Accepting or declining cookies

Our website uses a banner offering **Accept**, **Decline All** and **Settings** choices for optional cookies. Accepting allows optional Marketing, Functional and Analytics cookies. Decline All refuses those optional categories. Settings lets you make a separate choice for each category and save it. Strictly necessary cookies may remain active to operate the site securely and remember your decision.

Our policy is to prevent Marketing, Functional and Analytics cookies and other non-exempt tracking from operating until you consent. Closing a banner, scrolling or continuing to browse does not provide consent. You can use the core website and contact us without agreeing to advertising cookies. Refusing advertising tracking does not necessarily stop you seeing advertisements elsewhere.

6. Changing or withdrawing consent

You can change your choice or withdraw consent through the website's cookie settings control, where available after the banner is closed. Otherwise, contact us to reset your choice or clear site cookies in your browser to see the banner again. Withdrawing consent stops future use of the affected optional technologies on our site; it does not make earlier processing unlawful or automatically delete information already received by a provider.

You can also delete or block cookies using your browser settings. Clearing cookies may remove your saved preferences and cause the banner to appear again. Blocking all cookies may affect essential website functions. Choices are generally specific to a browser or device, so you may need to set them separately on other devices.

If you cannot find or use the cookie settings control, contact 225firesolutions@gmail.com for assistance. Browser controls and provider advertising settings offer additional choices; they do not replace the website's consent controls.

7. Cookie details and retention

Individual cookie names, providers, purposes and durations must correspond to the technologies actually operating on this site. The live inventory should be available through the website's cookie information or an accompanying cookie schedule. Cookies may expire at the end of a session or remain for a specified period, and some may be renewed on later visits.

Draft completion point: The individual cookie inventory and durations have not yet been supplied. Add the verified Wix scan or consent-manager inventory before publication. Provider lists describe possible technologies and should not be treated as proof that each one is used on this website.

8. Provider information

These provider pages explain their wider use of cookies and personal information. Their technologies and policies can change, and only the features actually enabled on our website are relevant to our cookie schedule.

Wix: Cookies and your Wix site
Google: How Google uses cookies and information from partner sites
Meta: Meta Cookies Policy

9. Privacy questions and policy changes

Contact us using the email or postal address on page 1 with any questions about cookies or your choices. Our Privacy Policy explains your data protection rights and complaints process. You can also raise concerns with the Information Commissioner's Office at ico.org.uk/make-a-complaint/.

We update this policy when our technologies, purposes or legal requirements change. The latest version will carry an updated date. Where changes require fresh consent, we will ask for it before enabling the affected optional technologies.