

# Cookie Policy for Appleton Mortgages Limited

**Last Updated:** 08/01/2025

Welcome to the Appleton Mortgages Limited website, located at <https://appletonmortgages.co.uk>. This Cookie Policy explains how we use cookies and similar technologies to improve your browsing experience, analyze website performance, and ensure the site operates effectively. By using our website, you agree to the use of cookies as described in this policy.

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## What Are Cookies?

Cookies are small text files stored on your device (computer, smartphone, tablet) by websites you visit. They serve various purposes, such as enabling website functionality, remembering your preferences, and gathering analytical data.

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## Types of Cookies We Use

### 1. Necessary Cookies

These cookies are essential for the proper functioning of our website. Without these cookies, certain features, such as our site's theme and navigation, may not work as intended. These cookies do not collect personal data.

#### Examples include:

- Maintaining your session as you navigate the site.
- Ensuring the website's visual theme and layout are displayed correctly.

### 2. Analytical/Performance Cookies

We use Google Analytics to help us understand how visitors interact with our website. This helps us improve the user experience by analyzing usage patterns and identifying areas for optimization. These cookies collect data in an anonymous form, including:

- The number of visitors to our website.
- How visitors arrive at our site (e.g., through search engines, direct links, etc.).
- Pages viewed and time spent on the site.

For more information about Google Analytics cookies, you can review Google's Privacy Policy and learn how to opt out of Google Analytics tracking.

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## Managing Your Cookie Preferences

You can manage or disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of our website. Below are links to manage cookies for popular browsers:

- [Google Chrome](#)
  - [Mozilla Firefox](#)
  - [Safari](#)
  - [Microsoft Edge](#)
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## Third-Party Cookies

Our website may contain links to third-party websites or services, such as social media platforms, which may use their own cookies. We recommend reviewing the cookie policies of these third-party services for further information.

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## Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, regulations, or our business operations. Any updates will be posted on this page, and the "Last Updated" date will be revised accordingly.

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### **Contact Us**

If you have any questions about this Cookie Policy or how we use cookies, please contact us:

**Appleton Mortgages Limited** Website: <https://appletonmortgages.co.uk>

Email: [hello@appletonmortgages.co.uk](mailto:hello@appletonmortgages.co.uk)

Thank you for visiting Appleton Mortgages Limited.