



# COOKIE POLICY

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**SIMPLEX SERVICES PVT. LTD.**

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## Introduction

This Cookies Policy explains how **Simplex Services (UK) Ltd** (“we”, “us”, or “our”) uses cookies and similar technologies when you visit our website <https://simplex-services.com/> (the “Website”).

This policy should be read together with our Privacy Policy, which explains how we process personal data and outlines your rights under UK data protection law.

## What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile phone) when you visit a website. Cookies enable websites to recognise your device, remember your preferences, and improve overall functionality and performance.

Cookies may be:

- **Session cookies** – deleted when you close your browser.
- **Persistent cookies** – remain on your device for a specified period or until deleted.

## Legal Framework

We use cookies in accordance with:

- **UK General Data Protection Regulation (UK GDPR)**
- **Privacy and Electronic Communications Regulations (PECR)**

Under these laws:

- **Strictly necessary cookies** do not require consent.
- **Analytics and functionality cookies** require your prior consent.

Where required, we obtain consent through a cookie banner or consent management tool.

## Types of Cookies We Use

### Strictly Necessary Cookies

These cookies are essential for the operation of the Website. They enable basic functions such as page navigation and access to secure areas.

Without these cookies, the Website cannot function properly

**Legal basis:** Legitimate interests / PECR exemption

### Analytics Cookies (Google Analytics)

We use **Google Analytics**, a web analytics service provided by Google LLC, to help us understand how visitors interact with our Website.

Google Analytics cookies collect information such as:

- Pages visited
- Time spent on the Website
- Referring pages
- Browser and device type
- General location (anonymised IP data)

The data collected is aggregated and anonymised and is used solely to improve website performance, content, and user experience. We do not use Google Analytics for advertising or profiling purposes.

**Legal basis:** Consent

You can learn more about how Google uses data here: <https://policies.google.com/privacy>

### Functionality Cookies

These cookies allow the Website to remember choices you make (such as preferences or form inputs) to improve usability and provide enhanced features.

**Legal basis:** Consent

## Third-Party Cookies

We may embed content from third-party websites (for example, videos or images). When you view such content, cookies may be set by those third parties.

These cookies are outside our control. We recommend reviewing the cookie policies of the relevant third-party providers for further information.

**Legal basis:** Consent

## Managing Cookies and Consent

You can manage your cookie preferences at any time by:

- Adjusting settings via our cookie consent tool (where available), or
- Changing your browser settings to block or delete cookies

Further guidance on managing cookies is available at: <https://www.aboutcookies.org>

## Impact of Disabling Cookies

If you choose to refuse or disable cookies:

- Some Website features may not function correctly
- Certain content or services may be unavailable

Disabling cookies does not automatically delete cookies already stored on your device. You must remove these manually via your browser settings.

## Changes to This Cookie Policy

We may update this Cookie Policy periodically to reflect changes in legal requirements, technology, or our use of cookies. Updates will be published on this page with a revised “Last updated” date.

## Contact Information

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

### **Simplex Services (UK) Ltd**

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