

Cookie Policy

LAST REVIEWED	8 April 2026
APPLIES TO	www.phcclinics.com and all PHC digital platforms
CONTROLLER	PHC Clinics Ltd · Registered in England and Wales

This Cookie Policy explains how PHC Clinics Ltd ('PHC', 'we', 'us' or 'our') uses cookies and similar tracking technologies when you visit our website at www.phcclinics.com or any of our digital services. It explains what these technologies are, why we use them, and your rights to control our use of them.

This Cookie Policy should be read alongside our Privacy Notice and Terms and Conditions, which together form our complete framework for data governance and your relationship with PHC.

1. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone or tablet) when you visit a website. They are widely used to make websites function correctly, to improve performance, and to provide useful information to website operators.

Cookies set by PHC are 'first-party cookies'. Cookies set by third parties operating through our Website are 'third-party cookies'. This policy also applies to web beacons, pixel tags and local storage used for similar purposes.

2. Types of Cookies We Use

We use the following categories of cookies on the Website:

2.1 Strictly Necessary Cookies

These cookies are essential for the Website to function. They enable you to navigate the site and use its features — including secure appointment booking and client portal access. They do not collect information for marketing purposes and cannot be disabled without materially impacting your experience.

Legal basis: Legitimate interests — necessary for a secure and functional website. These cannot be switched off.

- Session management and authentication
- Security and fraud prevention

- Load balancing and server allocation
- Retaining your privacy preferences within a session

2.2 Performance & Analytics Cookies

These cookies help us understand how visitors interact with the Website — which pages are most visited, how visitors navigate the site, and any errors encountered. This allows us to continually improve the Website and the experience we provide.

Legal basis: Consent — we will only place these cookies with your agreement.

- **Google Analytics** — measures website traffic, user behaviour and engagement to inform ongoing improvements.
- **Hiveality** — an all-in-one platform built exclusively for health and wellness practitioners. Hiveality tracks how prospective and existing clients interact with our booking flows, content and communications — providing integrated analytics, booking performance tracking, and AI-powered marketing insights to help us continually optimise our digital presence.

2.3 Functionality Cookies

These cookies allow the Website to remember choices you make — such as language preferences — and provide a more personalised experience. They do not track your browsing on other websites.

Legal basis: Consent — we will only place these cookies with your agreement.

- Language and regional preferences
- Personalised content display based on previous interactions with our Website

2.4 Targeting & Marketing Cookies

These cookies may be placed by our advertising partners to build a profile of your interests and to show relevant content on other platforms. They identify your browser and device uniquely but do not store directly identifiable personal information.

Given the sensitive nature of our Services, we take particular care to ensure health-related information is never used for targeting or marketing without your explicit consent.

Legal basis: Consent — we will only place these cookies with your explicit agreement.

- **Google Ads Conversion Tracking** — measures the effectiveness of our advertising campaigns.

- **Hiveality Agent Bee** — AI-powered marketing automation that supports content delivery and audience engagement based on your preferences and behaviour.

2.5 Third-Party Cookies

Certain third-party services embedded in our Website may set their own cookies. These are governed by the privacy policies of the relevant third parties.

- YouTube / Vimeo — for embedded video content
- Social media platforms — for social sharing functionality
- Hiveality — for booking, AI website, and email marketing integration

3. How Long Do Cookies Last?

Cookies may be 'session cookies' (deleted when you close your browser) or 'persistent cookies' (remaining on your device for a set period). The duration of any specific cookie will depend on its purpose — from a single browsing session to up to two years for some analytics and marketing cookies. You can view and delete cookies stored in your browser at any time through your browser settings.

4. Your Cookie Choices & Controls

4.1 Our Cookie Banner

When you first visit the Website, you will be presented with a cookie consent banner. You may select which categories of non-essential cookies you consent to. You can update your choices at any time via the 'Cookie Settings' link in the footer of our Website.

4.2 Browser Controls

You can control or delete cookies directly through your browser settings. Please note that restricting cookies may prevent you from accessing certain features, including appointment booking and your secure client area.

- Google Chrome: support.google.com/chrome/answer/95647
- Mozilla Firefox: support.mozilla.org/kb/enable-and-disable-cookies
- Apple Safari: support.apple.com/en-gb/guide/safari/sfri11471
- Microsoft Edge: support.microsoft.com/en-us/microsoft-edge/delete-cookies

4.3 Direct Opt-Out Links

- Google Analytics opt-out: tools.google.com/dlpage/gaoptout

— Google Ads personalisation: adssettings.google.com

5. Health Data & Cookies

As a health and wellness clinic, PHC treats the sensitivity of health-related data with the utmost care. We do not use cookies or tracking technologies to collect, infer or share your health information for advertising or marketing purposes without your explicit consent.

Any health data you provide directly to PHC is handled in accordance with our Privacy Notice, under the UK General Data Protection Regulation ('UK GDPR') and the Data Protection Act 2018 ('DPA 2018').

6. Changes to This Policy

We may update this Cookie Policy from time to time. Updates will be published on this page with a revised 'Last Reviewed' date. Where required by law, we will seek your renewed consent following any material changes.

7. Contact Us

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