

1. Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.
2. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.
3. Cookies help us to deliver a better website experience to you. Your unique cookie tells us if and when you revisit our website, so we can recall which sections of our website you have previously visited and eliminate the need for you to enter your password frequently during a visit.
4. Cookies are also used for website traffic analysis and anonymous demographic profiling so that we may improve our services.
5. We use the following cookies:
  - 5.1 **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
  - 5.2 **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
  - 5.3 **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
  - 5.4 **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
6. Cookies used on the website are a mixture of first and third party cookies:
  - 6.1 CONCRETE5 (first party) Session cookie
  - 6.2 Google Analytics (third party)
  - 6.3 Facebook's tracking pixel cookie (third party)
  - 6.4 DoubleClick by Google (third party)
  - 6.5 Remarketing & advertising [https://support.google.com/dfp\\_premium/answer/2839090?hl=en](https://support.google.com/dfp_premium/answer/2839090?hl=en)
7. You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Provider	Type	Source	Expiry	Purpose
_ga	castlemorehomes.co.uk	HTTP	castlemorehomes.co.uk	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gid	castlemorehomes.co.uk	HTTP	castlemorehomes.co.uk	Session	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat_gtag_UA_124839813_1	castlemorehomes.co.uk	HTTP	castlemorehomes.co.uk	1 year	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.

8. We may also use web beacons (also known as '*clear gifs*' or '*pixel tags*') in connection with some websites. However, we do not use them to identify individual users personally. Web beacons are tiny graphics embedded on a website to count visitors to a website, to access certain cookies and/or to help us measure the effectiveness of particular content.

9. We may also include web beacons in marketing e-mail messages or our newsletters in order to determine whether messages have been opened and links contained within clicked on. This information is used to improve our services.
10. You have a choice with respect to cookies. By modifying your Internet browser preferences, you have the ability to accept all cookies, to be notified when a cookie is set, or to reject all cookies. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our website. If cookies are turned off, you may not be able to view certain parts of the Castlemore Homes site which may enhance your visit. If you turn off cookies, the web beacon will no longer be able to track your specific activity. The web beacon may, however, continue to collect information of visits from your IP address, but such information will no longer be unique.
11. Please note that some of our business partners or third parties such as advertising networks and providers of external services like web traffic analysis services, whose content is linked to the Castlemore Homes site may also use cookies or web beacons. However, we have no access to or control over these cookies. These third-party cookies are likely to be analytical, performance or targeting cookies.

**Michael McDonnell**  
**Group Chief Operating Officer**