



Cookie Policy

Effective date: 20.04.2026

This Cookie Policy explains how DSMHEM Ltd. (“we”, “us”, or “our”) uses cookies and similar tracking technologies on our website [www.dsmhem.co.uk] (the “Website”).

By using our Website, you consent to the use of cookies and similar technologies in accordance with this policy and the preferences you set via our cookie consent banner. If you do not agree with certain cookies, you can adjust your preferences or browser settings.

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1. What are cookies and similar technologies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile phone) when you visit a website. They allow the website to recognise your device and store information about your preferences or past actions.

We may also use similar technologies, such as pixels, web beacons, local storage, or device fingerprinting, which serve similar purposes.

Cookies and similar technologies can be:

- Session cookies — temporary and deleted when you close your browser.
- Persistent cookies — stored on your device for a set period (or until you delete them).

They may be first-party (set by us) or third-party (set by our partners or service providers).

2. Why do we use cookies?

We use cookies and similar technologies for various purposes, including:

- Make the Website function properly (strictly necessary cookies for security, navigation, and basic features).
- Analyse how visitors use the Website to improve performance and user experience (performance/statistical cookies).
- Remember your preferences and choices for a more personalised experience (functionality cookies).
- Support marketing and advertising where relevant (targeting/advertising cookies), subject to your consent.

Some cookies are **strictly necessary**** and do not require consent. Others may benefit from exemptions under recent UK rules for certain first-party statistical or customisation cookies. All remaining non-essential cookies are only set after you provide informed consent via our banner.**

3. Our Cookie Consent Banner

We use the [“Cookie Consent & GDPR” app by Tornado] to provide a transparent and user-friendly consent mechanism. When you first visit the Website, a banner appears that allows you to:

- ****Accept All**** cookies.
- ****Reject**** non-essential cookies.

The banner includes a clear explanation of cookie use, links to this Cookie Policy and our Privacy Policy, and equal prominence for accept and reject options. It supports compliance with GDPR, UK GDPR, and other regional laws.

You can access or change your preferences at any time by clicking the ****Cookie Settings**** link on our Website (powered by the Tornado app).

Non-essential cookies and tracking technologies are blocked by default until you give consent.

4. Categories of cookies

We categorise cookies as follows:

4.1 Strictly Necessary Cookies

These are essential for the basic operation of the Website. They enable core functions such as security, network management, and accessibility. You cannot opt out of these as the Website would not function properly without them.

4.2 Performance / Analytics Cookies

These help us understand how visitors interact with our Website (e.g., which pages are most popular). We use this information to improve the Website. Examples include cookies from Google Analytics or similar services.

4.3 Functionality Cookies

These allow the Website to remember choices you make (e.g., language preference, username, or region) and provide enhanced, personalised features.

4.4 Targeting / Advertising Cookies

These may be used to deliver more relevant advertisements to you on our Website or third-party sites, or to limit how often you see an ad. They may track your browsing habits across different websites.

4.5 Social Media Cookies

These are set by social media platforms (e.g., Facebook, LinkedIn, Twitter/X) when you share content or interact with social features on our Website.

4.6 Third-Party Cookies

We may allow trusted third parties to place cookies on your device. These third parties include analytics providers, advertising networks, and social media platforms. We do not control these cookies and recommend you review the privacy and cookie policies of those third parties.

5. Managing your cookie preferences

You can control cookies in these ways:

- Through the ****Cookie Settings**** link on our Website (powered by the Tornado app).
- By adjusting settings in your web browser to block or delete cookies (note that this may reduce Website functionality).

Withdrawing or changing consent will stop the use of non-essential cookies going forward, but previously set cookies may remain until they expire or are deleted.

6. How long do we keep cookies?

Cookie durations vary and are displayed in the Tornado banner's preference centre. Session cookies are usually deleted when you close your browser, while persistent cookies last until their expiry date or until you remove them.

7. Changes to this Cookie Policy

We may update this policy from time to time to reflect changes in our practices, the Tornado app configuration, or legal requirements. We will post the updated version on the Website with a new "Last updated" date. Material changes will be highlighted where appropriate.

8. Contact Us

If you have any questions about this Cookie Policy, our use of cookies, or your consent preferences, please contact us:

Email: info@dsmhem.co.uk

Post: DSMHEM Ltd

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Newbold Verdon

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You can also refer to our full ****Privacy Policy**** linked in our website footer for more information on how we process your personal data.