

# Cookies and Privacy Policy

**Effective Date:** 28/11/25

**Company:** Express Solutions Group Ltd

**Email:** info@expresssolutions.group

**Telephone:** 020 3984 7755

## 1. COOKIES

By continuing to browse and use the Express Solutions Group website, you consent to the use of cookies.

Cookies allow us to enhance and personalise your experience, track website performance, and understand how visitors use our website.

If you prefer not to allow cookies, you can adjust your browser settings to disable them. The website will still function, but some features may be limited.

We do not collect any personally identifiable information through cookies unless you voluntarily provide it (e.g., via a form). Data collected is used to understand user behaviour and improve our services.

### Third-Party Tools We Use

#### Google Analytics

We use Google Analytics to monitor website traffic, including page visits, traffic sources, and session duration. This data is anonymised and cannot be linked to individual users.

The data helps us:

- Understand which content is useful to our visitors
- Improve website performance and usability
- Develop relevant information and services

We may also use Google Analytics Remarketing to display targeted advertisements to previous website visitors. Data gathered through Google Analytics is used only in accordance with this policy and Google's data policy.

If you wish to opt out of Google Analytics tracking, you can install the following browser add-on:

<https://tools.google.com/dlpage/gaoptout/>

#### Google Analytics Advertiser Features

We utilise features such as:

- Google Display Network Impression Reporting
- DoubleClick Integration
- Demographics and Interest Reporting
- Remarketing with Google Analytics

These tools use anonymous identifiers in addition to basic Google Analytics cookies.

This helps us understand visitor types and improve our services for a better user experience.

### **Google Ads (AdWords)**

We use Google Ads conversion tracking to identify which webpages lead users to submit enquiries. This allows us to improve advertising effectiveness and allocate marketing budgets efficiently.

### **DoubleClick**

DoubleClick cookies and remarketing codes enable targeted advertising across the Google partner network. We track generic user actions to deliver relevant advertisements in the future.

### **Facebook**

We use Facebook Conversion Tracking to measure the effectiveness of our adverts and determine whether visitors were referred from Facebook pages, apps or adverts.

We do not receive personal profile information from Facebook.  
The data is used to evaluate advertising performance and deliver tailored campaigns.

You can find more about Facebook's data policy on Facebook's official website.

### **Website Optimiser**

Website optimisation tools may store cookies related to your previous visits.  
This information is anonymous and helps us deliver more relevant content and search results.

### **Call Tracking**

We use call-tracking software to generate dynamic phone numbers.  
This allows us to understand how you found our website and which marketing channels were effective.

Calls may be recorded for training and quality purposes.

### **Visitor Behaviour Tracking**

We may track and monitor visitor interaction on our site (such as cursor movement, page navigation and scrolling) to analyse usability and improve website performance.

## **2. PRIVACY POLICY**

When you visit our site, we do not automatically collect personally identifiable information such as your name or email address.

### **Postal Addresses**

If you provide your postal address, we will only use it to send information directly related to your enquiry.

### **Telephone Numbers**

If you provide your telephone number online, we will only contact you to respond to your enquiry or related communication.

## Email

If you do not wish to receive emails from us in the future, please email:  
**info@expresssolutions.group**

## 3. PERSONAL IDENTIFICATION INFORMATION

We may collect personal information in several ways, including when:

- You visit our website
- You complete a contact form
- You subscribe to newsletters
- You engage with other features or services

You may be asked to provide your:

- Name
- Email address
- Telephone number

You are free to browse our website anonymously. We only collect personal information if you voluntarily provide it. Refusing to provide information may limit access to certain site features.

We may use your personal information to:

- Respond to enquiries
- Deliver requested services
- Provide relevant promotional information

We will **not sell, distribute or lease** your personal information to third parties unless:

- We have your explicit permission
- We are legally required to do so

## 4. DATA STORAGE & SECURITY

We use industry-standard security measures to protect your data from:

- Unauthorised access
- Alteration
- Disclosure
- Loss or destruction

This applies to all stored personal information, including usernames, passwords and transaction data. If you believe any information we hold about you is inaccurate, please contact us so we can update it.

## 5. SHARING YOUR PERSONAL INFORMATION

We never sell, trade or rent personal data. We may share non-personal aggregated demographic information with:

- Business partners
- Advertising partners
- Trusted service providers

This information is not linked to identifiable individuals.

We may use third-party partners to run our website operations, conduct surveys or send newsletters on our behalf. Data will be shared only for those purposes and only with your permission. We do not directly partner with advertising server companies.

## 6. POLICY UPDATES

We may update this policy periodically. Any changes will be posted on this page and will apply to information collected after the change. We encourage visitors to review this page regularly to stay informed.

If you are concerned about how your information is used, please contact us. If you believe this website does not comply with this stated policy, you may contact us at:

**info@expresssolutions.group**  
**020 3984 7755**

For more information regarding cookies and their use, please visit:  
<https://support.google.com/analytics/answer/2700409?hl=en-GB>