

Cookie Policy

Last updated: 26 July 2026 (Version 2.1)

Effective date: 26 July 2026

Please read this Cookie Policy carefully: it explains who we are and how we use cookies and similar technologies on our platform at movesmith.uk and related services (the “Services”). Read it together with our Privacy Policy at movesmith.uk/privacy. “Movesmith”, “we”, “us” and “our” mean Movesmith Ltd, registered in England and Wales under company number 16634345, registered office 86-90 Paul Street, London EC2A 4NE.

1. WHAT COOKIES AND SIMILAR TECHNOLOGIES ARE

- 1.1 A cookie is a small text file placed on your device when you use the Services. Similar technologies include local storage, pixels, tags, software development kits and other methods that store or access information on a device. They may help us recognise a browser or device, maintain a session, remember a choice, record an interaction or transmit an event.
- 1.2 Cookies may be “persistent”, remaining until they expire or are deleted, or “session” cookies, which are deleted when you close your browser. Some information is aggregated or statistical and does not identify you. General guidance is available from the UK Information Commissioner’s Office.

2. CONSENT AND CHANGING YOUR SETTINGS

- 2.1 We ask for consent before using technologies for non-essential analytics, advertising, personalised content, Partner attribution or advertising measurement. These categories are off by default. Technologies that are strictly necessary to provide a service you request may operate without consent where the law permits.
- 2.2 The consent tool offers a clear choice to accept or reject non-essential technologies. Agreement to the Marketplace Terms, continued browsing, closing the banner or clicking a Partner link is not consent.
- 2.3 You can withdraw consent or change individual categories at any time using the persistent “Cookie settings” or “Privacy choices” control within the Services. It must be as easy to withdraw consent as to give it. Withdrawal affects future use and does not make earlier lawful processing unlawful.

3. HOW WE USE COOKIES AND SIMILAR TECHNOLOGIES

- 3.1 **Strictly necessary technologies.** These enable requested services and core functions such as authentication, security, fraud prevention, booking flow, load balancing and recording your privacy choices. Blocking them may prevent parts of the Services from working.
- 3.2 **Functional and appearance technologies.** These remember choices or adapt the interface to your preference. We use them without consent only where the applicable legal exception is met, clear information is provided and a simple free objection is available; otherwise we ask for consent.
- 3.3 **Aggregate statistical technologies.** We may use technologies without consent solely to create aggregate statistics about use of the Services for improvement, but only where all requirements of the applicable statistical-purpose exception are met. We do not rely on that exception for individual tracking, profiling, advertising or advertising measurement, and we provide a simple free objection.
- 3.4 **Analytics and experience measurement.** With consent, we measure individual journeys, pages, features and engagement where the activity does not meet a legal exception.
- 3.5 **Partner attribution and advertising measurement.** With consent, we may record that a Partner placement was shown or clicked, create or store a pseudonymous referral identifier, connect it to a later conversion reported by the Partner, measure campaign performance and calculate commission.
- 3.6 **Personalised advertising.** With consent, we may adapt advertising or Partner content using activity or an identifier. We do not use exact possessions, declared goods value, precise addresses, claims information, creditworthiness, financial circumstances or inferred wealth to create advertising profiles.

4. TECHNOLOGY REGISTER AND DEPLOYMENT STATUS

- 4.1 We maintain a current Technology Register within the persistent Cookie settings or Privacy choices control. It forms part of this Policy and identifies each technology in use, its category, purpose, responsible organization, duration and whether consent is required.
- 4.2 Where a third party stores or accesses information on your device, processes information obtained from it or relies on consent collected by Movesmith, that organization is specifically identified in the live Technology Register together with its purpose.
- 4.3 The live register is updated when technologies are introduced, removed or materially changed. We request fresh consent where a change is not covered by your existing choice. The public register describes technologies transparently without disclosing Movesmith security controls, system architecture or confidential operational methods.

5. PARTNER LINKS AND REFERRAL IDENTIFIERS

- 5.1 A Partner link may include or create a unique click or referral identifier after the relevant consent has been given. The identifier must not contain your name, email address, phone number, exact address, declared goods value or financial information.
- 5.2 A Partner may report a conversion, status or commission against the referral identifier. We do not give the Partner our customer or Operator database. Identifiable contact or Booking information is sent only after a separate, informed request or consent to a named Partner, as described in the Privacy Policy.
- 5.3 If you have not consented to Partner attribution or advertising measurement, a plain outbound link may still operate, but Movesmith must not store or access a device identifier for individual advertising measurement.

6. TURNING OFF TECHNOLOGIES AND THE CONSEQUENCES

- 6.1 You can use the consent tool or your browser or device settings to block or delete technologies. If you block strictly necessary technologies, requested Services may not function correctly. Rejecting non-essential technologies does not prevent you from using the core Platform.

7. CHANGES TO THIS POLICY

- 7.1 We may update this Policy when our purposes, providers or retention periods change. Where a new use requires consent, we request it before the use begins. The “Last updated” date records the most recent change. Questions can be sent to hello@movesmith.uk.