

# Movesmith

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## Cookie Policy

**Last updated:** June 2026 (Version 1.0)

Please read this Cookie Policy carefully: it explains who we are and how we use cookies on our platform at [movesmith.uk](https://movesmith.uk) and related services (the “Services”). Read it together with our Privacy Policy at [movesmith.uk/privacy](https://movesmith.uk/privacy), which sets out who we are, what data we collect, how and why we use it, and your rights. “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 ARE

1.1 A cookie is a small text file placed on your device when you use the Services. Cookies help us recognise you and your device and store information about your preferences or past actions. When we use non-essential cookies, you will be informed by a pop-up within the Services. Some of the data we collect through cookies is aggregated or statistical and does not identify you individually. For general information on cookies, including how to control them, see the guidance published by the UK Information Commissioner’s Office or visit [aboutcookies.org](https://aboutcookies.org) or [allaboutcookies.org](https://allaboutcookies.org).

### 2. CONSENT AND CHANGING YOUR SETTINGS

2.1 We will ask for your consent before placing cookies or similar technologies on your device, except where they are strictly necessary to provide a service you have requested (for example, to keep you logged in as you navigate the Services). You can withdraw consent or manage your preferences at any time using the cookie tool within the Services, adjusting the sliders or boxes to reflect your choice. You may need to refresh or restart the Services for updated settings to take effect.

### 3. HOW WE USE COOKIES

3.1 Cookies can be “persistent” (remaining on your device until they expire or you delete them) or “session” cookies (deleted when you close your browser). We use both, for the purposes set out below.

3.2 **Strictly necessary cookies.** These are essential to provide the Services and enable core features. They help authenticate users and prevent fraudulent use of accounts. Without them, the Services you have asked for cannot be provided. We do not request consent for these cookies because they are strictly necessary.

3.3 **Functional cookies.** These remember choices you make, such as your sign-in state or preferences, to give you a more personal experience and save you re-entering preferences each time.

3.4 **Analytics and marketing cookies.** With your consent, we use analytics and engagement cookies to measure and improve the performance of the Services, understand how visitors use the Platform, and (for marketing emails and behavioural segmentation) track

engagement. These are set only where you have consented, and you can withdraw consent at any time using the cookie tool or the unsubscribe link in any marketing email.

3.5 The table below gives more information about the analytics cookies we currently use.

Cookie	Purpose	Provider	Consent required?
_ga	Distinguishes users and tracks pages visited for analytics; expires after 2 years	Google Analytics	Yes — set only with consent
_ga_*	Persists session state for analytics; expires after 2 years	Google Analytics	Yes — set only with consent
_gid	Distinguishes users and monitors session activity for analytics; expires after 24 hours	Google Analytics	Yes — set only with consent

3.6 Because Movesmith collects these analytics cookies on the basis of consent, they are placed only after you have accepted analytics cookies through our cookie tool.

#### 4. TURNING OFF COOKIES AND THE CONSEQUENCES

4.1 If you do not want to accept cookies, you may be able to change your device or browser settings so that cookies (including those strictly necessary for the Services) are not accepted. If you do, please be aware that you may lose some functionality of the Services. For more information about cookies and how to disable them, see the guidance published by the UK Information Commissioner’s Office or visit [aboutcookies.org](https://www.aboutcookies.org) or [allaboutcookies.org](https://www.allaboutcookies.org).

#### 5. CHANGES TO THIS POLICY

5.1 We may change this Cookie Policy from time to time. When we do, we will inform you via the Services or by email to the address you provided. The “Last updated” date above reflects the most recent change. Questions about this Policy can be sent to [hello@movesmith.uk](mailto:hello@movesmith.uk).