

## Cookie Policy

**Last updated:** 01/11/2025

### 1. Introduction

This Cookie Policy explains how **London Land Securities Ltd** (“we”, “us”, “our”) uses cookies and similar technologies on our website [llsl.co.uk](https://llsl.co.uk).

We use these technologies to make our website work efficiently, to enhance your experience, and to help us understand how our site is used.

This policy should be read together with our Privacy Policy which explains how we use personal data.

### 2. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, or tablet) when you visit a website.

They help websites recognise your device and remember information about your visit — for example, your preferences or login status.

Cookies can be:

- **Session cookies** – deleted when you close your browser.
- **Persistent cookies** – stored until they expire or are deleted.
- **First-party cookies** – set by the website you are visiting.
- **Third-party cookies** – set by other organisations (e.g., analytics or advertising providers).

### 3. Types of Cookies We Use

#### (a) Strictly Necessary Cookies

These cookies are essential for the operation of our website and cannot be switched off in our systems.

They are usually set in response to actions such as setting your privacy preferences, logging in, or filling in forms.

**Examples include:**

- Session management cookies.
- Security and authentication cookies.

**Legal basis:** Our legitimate interest in ensuring our website operates effectively.

#### (b) Performance and Analytics Cookies

These cookies help us understand how visitors interact with our website, so we can measure and improve performance.

We use services such as **Google Analytics** to collect anonymised usage data.

**Examples include:**

- Pages visited and time spent on site.
- Browser type and device information.

**Legal basis:** Your consent (via the cookie banner).

### **(c) Functional Cookies**

These cookies allow our website to remember choices you make (such as language or region) to provide a more personalised experience.

**Legal basis:** Your consent.

### **(d) Advertising and Targeting Cookies**

We may use these cookies to deliver relevant advertisements to you or to limit how often you see a particular ad. They may also help measure the effectiveness of marketing campaigns.

These cookies may be set through our site by advertising partners.

**Legal basis:** Your consent.

## **4. Managing Your Cookie Preferences**

When you first visit our website, you will see a **cookie consent banner** that allows you to accept or reject non-essential cookies.

You can also manage your cookie preferences at any time by adjusting your browser settings.

Most browsers allow you to:

- Delete cookies.
- Block cookies from specific sites.
- Refuse all cookies.

For more information, visit:

- Google Chrome
- Microsoft Edge
- [Mozilla Firefox](#)
- [Safari](#)

Please note: Disabling certain cookies may affect the functionality of our website.

## **5. Third-Party Cookies**

Some cookies on our site are placed by third-party services that appear on our pages, such as:

- **Google Analytics** – used for website traffic analysis.

- **Social media platforms** (e.g., LinkedIn, X/Twitter) – for social sharing and marketing.

We recommend reviewing the privacy and cookie policies of these third parties for more information.

## **6. Updates to This Cookie Policy**

We may update this Cookie Policy periodically to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons.

Please revisit this page regularly to stay informed about our use of cookies and related technologies.

## **7. Contact Us**

If you have any questions about our use of cookies or this policy, please contact:

**Data Protection Officer**  
London Land Securities Ltd  
Email: [info@llsl.co.uk](mailto:info@llsl.co.uk)