

# Cookie Policy

*Last updated: 17 June 2026*

## About This Policy

Ailsa HQ Limited ("we", "us", "our") uses cookies and similar technologies on our funding application platform (the "Platform") accessible at ailsa.io (the "Site") to enhance your experience and provide our services effectively.

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use, how you can control cookie preferences, and provides information about other tracking technologies we may use.

This policy should be read alongside our Privacy Policy, which provides more detail about how we collect, use and store your personal data.

## What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you visit a website. They are widely used to make websites work more efficiently and provide information to website owners.

Cookies allow websites to:

- Remember your preferences and settings
- Improve website performance and functionality
- Provide relevant content and advertising
- Analyse how websites are used

## Types of Cookies We Use

We use several different types of cookies on our Platform and Site:

### Strictly Necessary Cookies

These cookies are essential for the Platform and Site to function properly and cannot be switched off. They enable you to navigate our Platform and use features such as accessing secure areas and maintaining your login session.

Examples include:

- Session management cookies
- Authentication cookies
- Security cookies
- Load balancing cookies

### Performance and Analytics Cookies

These cookies collect information about how you use our Platform and Site, such as which pages you visit most often and any error messages. This information is used to improve how our Platform works.

Examples include:

- Google Analytics cookies
- Page load speed measurement cookies
- Error reporting cookies
- Usage statistics cookies

### **Functionality Cookies**

These cookies remember choices you make (such as your username, language preferences, or region) and provide enhanced, more personal features.

Examples include:

- Language preference cookies
- User interface customisation cookies
- Form auto-fill cookies
- Accessibility feature cookies

### **Targeting and Advertising Cookies**

These cookies may be set by our advertising partners through our Site. They may be used to build a profile of your interests and show you relevant advertisements on other sites.

Examples include:

- Third-party advertising network cookies
- Social media platform cookies
- Remarketing cookies
- Conversion tracking cookies

## **How We Use Cookies**

We use cookies for the following purposes:

### **Essential Platform Operations**

- User Authentication: To maintain your login session and verify your identity
- Security: To protect against fraud and maintain platform security
- Functionality: To remember your preferences and provide personalised experiences

### **Service Improvement**

- Analytics: To understand how users interact with our Platform and identify areas for improvement
- Performance Monitoring: To ensure our Platform operates efficiently
- Error Detection: To identify and resolve technical issues

### **Marketing and Communications**

- Targeted Content: To provide relevant funding opportunities and service recommendations
- Marketing Effectiveness: To measure the success of our marketing campaigns
- User Experience: To personalise content based on your interests and usage patterns

## **Third-Party Cookies**

We work with trusted third-party service providers who may also set cookies when you use our Platform. These include:

### **Analytics Providers**

- Google Analytics: Helps us understand website usage and user behaviour
- Other analytics tools: For detailed performance and user experience insights

### **Marketing and Advertising Partners**

- Advertising networks: To display relevant advertisements
- Social media platforms: For social sharing and login functionality
- Email marketing services: To manage communications and track engagement

### **Technical Service Providers**

- Content delivery networks: To improve website loading speeds
- Security services: To protect against threats and fraudulent activity
- Customer support tools: To provide efficient customer service

## **Your Cookie Choices**

You have several options for managing cookies:

### **Browser Settings**

You can control cookies through your browser settings. Most browsers allow you to:

- View what cookies are stored on your device
- Delete cookies individually or all at once
- Block cookies from specific sites
- Block third-party cookies
- Set preferences for cookie acceptance

Please note: Disabling cookies may affect the functionality of our Platform and your ability to access certain features.

### **Cookie Preference Centre**

We provide a cookie preference centre where you can:

- Review the types of cookies we use
- Enable or disable non-essential cookie categories
- Update your preferences at any time

### **Opt-Out Tools**

For third-party advertising cookies, you can use industry opt-out tools:

[Your Online Choices](#)

[Network Advertising Initiative](#)

[Digital Advertising Alliance](#)

### **Browser-Specific Cookie Management**

### **Google Chrome**

- Click “Settings” > “Privacy and security” > “Cookies and other site data”
- Choose your preferred cookie settings

### **Mozilla Firefox**

- Click “Options” > “Privacy & Security”
- Under "Cookies and Site Data", adjust your preferences

### **Safari**

- Click “Preferences” > “Privacy”
- Adjust your cookie and website data settings

### **Microsoft Edge**

- Click “Settings” > “Cookies and site permissions”
- Configure your cookie preferences

### **Mobile Device Cookie Management**

On mobile devices, you can typically manage cookies through your browser app settings or device privacy settings.

### **Other Tracking Technologies**

In addition to cookies, we may use other tracking technologies:

#### **Web Beacons (Pixel Tags)**

Small transparent images used to track user behaviour and email engagement.

#### **Local Storage**

Browser-based storage for user preferences and application data.

#### **Session Storage**

Temporary storage that expires when you close your browser.

#### **Device Fingerprinting**

Collection of device and browser characteristics for security and analytics purposes.

### **Data Protection and Privacy**

Our use of cookies is governed by:

- UK GDPR and Data Protection Act 2018
- The Privacy and Electronic Communications Regulations (PECR)
- Other applicable data protection laws

We process cookie data in accordance with our Privacy Policy, which explains:

- What personal data we collect
- How we use it
- Your rights regarding your data
- How to contact us about privacy matters

## Cookie Retention

Different cookies have different retention periods:

- Session cookies: Deleted when you close your browser
- Persistent cookies: Remain on your device for a set period or until manually deleted
- First-party cookies: Set by us, typically retained for up to 2 years
- Third-party cookies: Retention periods set by the respective third parties

## Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, or our practices. When we make significant changes, we will notify you by:

- Updating the "last updated" date at the top of this policy
- Displaying a notice on our Platform
- Sending you a direct communication (where appropriate)

## Contact Us

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

### Ailsa HQ Limited

- Email: [legal@ailsa.io](mailto:legal@ailsa.io)
- Postal Address: Suite 2, Ground Floor Orchard Brae House, 30 Queensferry Road, Edinburgh, United Kingdom, EH4 2HS

For complaints about our cookie practices, you can also contact the UK's Information Commissioner's Office (ICO) at:

[www.ico.org.uk](http://www.ico.org.uk)

## Useful Resources

For more information about cookies and online privacy:

[ICO Cookie Guidance](#)

[All About Cookies](#)

[Your Online Choices](#)

*This Cookie Policy was last updated on 17 June 2026. We recommend reviewing this policy periodically to stay informed about our cookie practices.*